

The Legend

January-March 2010

Prologue

Welcome to La Costa's all new Members Only quarterly newsletter, *The Legend*. It illustrates the rich history and tradition that has been an integral part of La Costa since its inception in 1965. It symbolizes the key to discovering the legendary lifestyle that The Club at La Costa has to offer its Members. Discover La Costa—discover the legend.

Echoes from Our Past... The La Costa Legend

Even before the idea for La Costa was realized, the resort was destined for greatness and heralded as "the ultimate international watering hole." Nestled among the breathtaking Southern California Carlsbad foothills, the 400-acre estate abounds with both natural and manmade splendor. In the early years, La Costa offered Members, guests, and residents an unparalleled lifestyle complete with golf, tennis, spa, dining, pool, Saddle Club and riding trails, and an impressive social calendar.

It came as no surprise that the resort's guest register read like a "Who's Who" of Hollywood. Celebrities such as Frank Sinatra, Dean Martin, Bob Hope, and Bing Crosby sought out the lifestyle that Membership at The Club at La Costa had to offer. The perfect San Diego weather lured famous leisure golfers such as Clint Eastwood and Desi Arnaz, and tennis-playing stars such as Charleton Heston, Johnny Carson, Bill Cosby, Dustin Hoffman, and John Belushi. The world-famous La Costa Spa attracted notable guests from Jackie Kennedy, Richard Nixon, and Sugar Ray Leonard to the Queen of Iran.

In La Costa's more recent past, its two championship Dick Wilson golf courses have attracted some of history's professional golf legends including Sam Snead, Ray Floyd, Arnold Palmer, Bobby Nichols, Jack Nicklaus, Gary Player, Tom Watson, Lee Trevino, Phil Mickelson, and Tiger Woods. Tennis at La Costa has beckoned backhand strokes from the likes of Jimmy Connors, Ilie Nastase, Bjorn Borg, John McEnroe, Arthur Ashe, Andre Agassi, Rod Laver, Bobby Riggs, Pancho Segura, Billie Jean King, Martina Navratilova, Monica Seles, Chris Evert, Jennifer Capriata, Steffi Graf, Maria Sharapova, and Venus and Serena Williams.



The Membership Team— At Your Service

The Club at La Costa's Membership Team consists of Debbie Pepper, Director, Natalie Kethley, Member Services Manager, Carly Hambleton, Membership Manager, and John Tyler, Membership Manager. We are here to serve you Monday through Friday, 8:30 am to 5:00 pm and Saturday, 9:00 am to 3:00 pm. Please feel free to stop by and say hello—we look forward to getting to know you!



John Tyler III, Natalie Kethley, Debbie Pepper, Carly Hambleton

New Members Only Web Site

Experience The Club at La Costa in a whole new way—online! Staying connected to your Club from anywhere in the world has never been easier. View a calendar of upcoming Club events, photo galleries of recent events, general Club information, as well as paperless online statements, and bill pay. Stay connected to fellow Club Members with the online directory, Buddy List, and message board. View Club documents such as the Membership Handbook and Rules and Regulations.

Web site access also allows you to receive our weekly Club email. If you have not yet accessed the site, please contact Natalie Kethley, Member Services Manager, at 760.804.7420 or nkethley@lacosta.com.

GOING green!

The Club at La Costa is pleased to announce a new way to receive your Member statements... paperless! In an effort to support sustainability, beginning this spring, statements will be paperless and accessible through our Members Only web site, www.theclubatlacosta.com. Paper statements may be requested through accounting. Keep an eye on the weekly Club email for more details.

Message from the Director

Dear Members:

It is with great pleasure we are finally launching our first printed quarterly issue of *The Legend*. While we live in a fast-paced, high-tech era, the Club also acknowledges the powerful medium of the printed word. The opportunity of communicating with our Members in a convenient magazine style format highlighting Club news, Club events and showcasing Member photos, is something we will take great pride in creating each quarter.

Please note, however, *The Legend* will NOT replace our weekly e-newsletters or website announcements as these communications will always be your best bet for up-to-date important Club news and reminders. For those of you who are not already listed in the Club's email system or have not "logged in" to the new website, we strongly encourage you to do so soon. Otherwise, you are may be missing out on many great events and timely updates that will be coming your way!

The Legend's first feature takes us "back in time" to the legendary beginning and rich historical roots of La Costa. I was especially privileged to have one of our original owners and founders, Merv Adelson, spend time with me recounting the colorful history and vibrant celebrity past. As featured in our Member Spotlight, Mr. Adelson is still very active in the Club today and represents the soul and spirit of La Costa, integrating the "new" La Costa experience with time honored traditions of the past. Future editions will always feature a monthly Member Spotlight as well as recognizing involved Members who are so vital to the success and longevity of the Club.

Special thanks and acknowledgement to Natalie Kethley, our Member Services Manager, for her commitment and major contributions in executing the inaugural launching of *The Legend* which has been a long standing goal of mine since my arrival two years ago.

Along with weekly email communications, printed event flyers and website updates, Natalie is ultimately responsible for keeping you informed on all fronts. Together with myself, and our Membership Manager Team of Carly Hambleton and John Tyler, we are all committed to enhancing your "La Costa Experience" and serving you with excellence. I speak for our whole team when I echo the sentiments that we sincerely appreciate your valued feedback and Member support.

We look forward to seeing you at The Club!

Best regards,

Debbie Pepper
Director of Membership

A 1963 Vision Shapes the La Costa of Today

Entertainment industry and real estate mogul Merv Adelson tells the story of La Costa

Contributing to this article: Denise Chapman and Debbie Pepper

It was 1963 and a man astride a horse rode through the coastal foothills, surveying the area. Nothing was in sight but wide open space and sunny skies. Arriving at the peak of a hill, he looked down upon the valley and a crystal clear vision superimposed itself over the scene before him. The vision was rolling lush green fairways punctuated by sand traps. While it sounds like the opening scene of a television show, this was the real-life experience of La Costa founder Merv Adelson and his partners Irwin Molasky and Allard Roen. This moment made all the more dramatic because every aspect of his vision has become today's reality, resulting in the renowned Club and Resort that we all enjoy.

We had the opportunity recently to join Mr. Adelson for lunch at Legends Bistro. He arrived looking dapper, tanned and every bit the part—an athlete, real estate developer, resort founder, and famous television executive. Adelson recounted the early days of La Costa and had a chance to share his original vision and all the hard work that went into the making of La Costa a reality. Back in 1963, he was a frequent visitor to the area, as he was an aficionado of horse racing, having raised cutting horses on his Aspen ranch for many years. He'd spent the past decade of his life in Las Vegas as a real estate developer, building golf courses, hotels and office buildings. The vision it took to "see" Vegas emerging back in the early 1950s served him and his partners well and gave him the experience to see what was to eventually become La Costa, unfolding before his eyes that day.

Adelson joined forces with his Desert Inn partners Irwin Molasky and Allard Roen, hired the hottest golf course architect of the day—Dick Wilson—and the wheels were set in motion. Vision and tenacity were required in order to see the dream through to reality. Adelson assumed that someday San Diego and Los Angeles would be practically joined, "With my developer's eye, I knew it would all grow, Adelson quipped." But selling lenders on a piece of barren land with nothing in sight but El Camino Real and Palomar Airport Road was an undertaking, as

was convincing local government to create La Costa Avenue, allowing access to the Resort.

It would take more than a highway exit to fuel La Costa's success once it opened as a Club, golf course and cottages in the summer of 1965. The original 2,000 acre deed to La Costa read "Rancho La Costa"—ranch of the coast and its only chance of luring crowds to its remote location was mystique, luxury and, of course, celebrities. Adelson, along with his partners, was just the guy to make this happen. An avid athlete as a youth, Adelson had befriended many notable professional athletes (he counts Sandy Koufax as his best friend of 47 years). With a background in the LA entertainment business, he was also in a position to know the most popular Hollywood celebs of the day. (Adelson went on to found Lorimar pictures in 1968, "Lori" after his first wife and "Mar" in honor of Palomar Airport, where he used to fly into town in his Cessna). Lorimar was the studio responsible for producing *The Waltons*, *Dallas*, *Knots Landing*, *Falcon Crest*, *People's Court*, *Full House* and more than 13 other hit television shows of that era.)

When he talks of those days, Adelson is humble, always crediting his partners and the dedicated team of employees for making the La Costa experience a special one. But his charisma and contacts were responsible for the steady stream of celebrity visitors, who began to phone Adelson for reservations once they heard that other celebs were here. According to Adelson, noted *Daily Variety* columnist Army Archerd called regularly to find out "who was here." It was standard fare to see the biggest sports and Hollywood actors of the day enjoying La Costa. Frank Sinatra, Buddy Hackett and Tony Bennett were regular guests. The main lobby bar was a large oval that faced a stage and when Sinatra was visiting, he would sing. Adelson reminisced eventually everyone would get up and sing. "It was a crazy, humming place," Adelson recounts.

The Tournament of Champions golf event came to La Costa, as did the made-for-TV CBS Golf Classic. Adelson laughs



when he recounts the first CBS event in 1966, which drew 64 players for a match-play format and a 60-person television production crew. "It happened to be the season of a 50-year storm," Adelson says. "It rained a torrential downpour for a solid 8-9 days, while crew and golfers waited it out." It was a crazy week, where the crew was reduced to "watching somebody get a haircut" and Adelson's team kept the group happy by serving bowls of margaritas and playing practical jokes.

Once the good weather returned, there was no shortage of activities for Members and guests to enjoy. Golf was quickly joined by an equestrian center and riding trails. Adelson and his partners, health enthusiasts themselves, had watched with interest what was happening at Rancho La Puerta and The Golden Door, and decided to create a similar "spa" experience in a resort setting. The Spa at La Costa was born, a facility dedicated "equally to men and women", Adelson insists. Kids' activities were available from the very beginning (Adelson is pleased to see the number of kids and families enjoying the Club today). And they could see the tennis boom coming. "Our strategy at the time was, well let's build more courts than anybody else," Adelson said. They built clay, hard court and grass courts, hired Pancho Segura to run the program, and the celebrities and the televised events followed shortly thereafter.

Who could have imagined that Adelson's vision that day back in 1963 would result in the fun and vibrant club experience that we all enjoy today? Sitting with Adelson in Legends, his wistful reaction is a broad smile and the words "It astounds me. How did all this happen?"

A Tradition of Excellence...

Tournament Golf at La Costa

For decades La Costa heralded worldwide recognition for hosting tournament golf on its Dick Wilson golf courses. The legend began with the PGA Tour's Tournament of Champions (later known as the Mercedes Championship) held here from 1969 to 1998. La Costa has also been host to the CBS Golf Classic in 1965 and the Haig Scotch Mixed Foursome Championship from 1965 - 1967. In recent years, the PGA Tour's World Golf Championships (WGC) Accenture Match Play Championship made its home at La Costa from 1999 to 2006.

The legend continues with the LPGA Tour coming to La Costa this spring. Experience all the best that the top female golfers in the world have to offer! The LPGA Classic Presented by J Golf will bring professional golf back to La Costa Resort and Spa March 22-28, 2010. This inaugural event will feature 144 of the LPGA's top players competing for a \$1.7 million purse over four days, all televised live on the Golf Channel!

The LPGA Classic Presented by J Golf marks the first official LPGA event that has been held at La Costa. Women's professional golf has strong roots in San Diego. Since 1953, 28 professional tournaments have been played in the county with some of the LPGA's biggest names having graced the area's fairways.

A first-class field is expected to descend upon Carlsbad when the first domestic LPGA event of the season tees off this March. Mexican superstar and Rolex Rankings No. 1 Lorena Ochoa, Louise Suggs Rolex Rookie of the Year Jiyai Shin, American No. 1 Cristie Kerr, young American stars Michelle Wie, Paula Creamer, Morgan Pressel and Brittany Lincicome, and other standouts such as Japan's Ai Miyazato and South Korea's Na Yeon Choi are expected to headline a strong field as players prepare for the bulk of the LPGA season.

There are many opportunities available for La Costa Members to get involved with the event and special member pricing is being offered with significant discounts. Options include pro-am participation, multiple advertising opportunities, corporate hospitality, volunteer committees and, of course, ticket offers.



Entertain your clients - and yourself - during the official program or in a greenside skybox! Program participation provides inside the ropes access while playing alongside some of the game's brightest stars. Single spots and corporate teams are available and include merchandise gift packages, invitations for two to the Draw Party and Awards Reception, clubhouse tickets, parking passes and recognition of your business on select tournament signage.

Don't miss out on your chance to participate in the first professional golf event at La Costa in four years! To learn more about the pro-am, corporate hospitality and advertising opportunities, please contact Jim Felechner, Tournament Director, at 760-579-7365 or Jim.Felechner@lpga.com.

Tickets for the LPGA Classic Presented by J Golf are available by calling 888-SEE-LPGA. You may also visit www.lpgalacosta.com for complete tournament details.



Photo by Jonathan Ferrey/Getty Images



Photo by Koichi Kamoshida/Getty Images



Photo by Kevin C. Cox/Getty Images

Give the Gift of Choice—Gift Cards

Are you struggling to find that perfect gift? Why not give a La Costa gift card and your Member discount? Gift cards are available for purchase at any retail outlet. Your gift card purchase will include a certificate allowing your friends and family to receive the preferred pricing on goods and services when redeemed that you already enjoy as a Member! **The purchase of a La Costa gift card will also now apply toward your minimum spend.**



White Glove Service—VIP Concierge

Experience true white glove service with new services available to you through your VIP Concierge team! Our concierge are eager to assist you with room reservations for you or your guests at La Costa, room amenities, floral arrangements for special occasions, reservations for you at other KSL properties, and livery service to and from the San Diego airport. Please contact your VIP Concierge at 760.929.6389.



Teresa Mosteller & Jean Bush

Vibz Free Play for Families

At The Club at La Costa we realize that family comes first. You get the most out of your membership when everyone is having fun! That's why we are pleased to announce new added value-free play at Vibz. Enjoy free play Thursday evenings from 5:00 to 8:00 pm and Sunday afternoons from 1:00 to 4:00 pm seasonally. Bring your kids—or the kid in you—and have fun!



RECENT GOLF EVENTS

2009 Men's Invitational

Congratulations to the winners of The Club at La Costa's Member/Guest, the 2009 Men's Invitational, which was held April 16th-18th! Congratulations to overall Net Champions Bob and Matt Seemann and to Taylor Massey and Jay Danzi, who captured both the Gross Division title and the Friday Par Three Shoot-out. Thank you to all who participated and helped to make this a fantastic event. The legend will continue April 16th-18th, 2010—save the date for this year's Men's Invitational!



Bob & Matt Seemann



Taylor Massey & Jay Danzi

2009 Men's Club Championship

Thank you to all who played in The Club at La Costa's 2009 Men's Club Championship June 26th-28th and congratulations to our winners. Congratulations go to Jay Danzi (Championship Flight), Mike Yagley (1st Net Flight), Noren Honda (2nd Net Flight), Hideo Arai (Senior Gross Flight), and Ed Musbach (Senior Net Flight). Join us for the 2010 Men's Club Championship June 26th and 27th.



Jay Danzi



Noren Honda

2009 Member/Member Tournament

Thank you to all Members who played in the 2009 Member/Member held November 17th and 18th. Congratulations to 1st Flight winners, David Oas and Fred Lynn, and 2nd Flight winners, Dan and Griffin McCarthy. Great playing by all! Save the date for the 2010 Member/Member scheduled for November 12th and 13th.



David Oas & Fred Lynn



Winners Dan & Griffin McCarthy along with Ed Shaver and Jeff McCall

Coming This Spring to the Club!

Family Fun on the Links

Saturdays (starting in April) | 1:00 - 4:00 pm
Golf & Sport Members Only

Kids ages 6 and up will do a Kids-Only golf clinic (1:00 to 2:00 pm) followed by Parent/Child playing 9-holes together with a shotgun start (2:00 to 4:00 pm). \$20 for Golf Members, \$40 for Sport Members (price per session includes child/parent).



Ladies Golf & Happy Hour

Wednesdays (starting in April) | 5:00 - 7:00 pm
Golf & Sport Members Only

Ladies, Join us for a one hour golf clinic followed by two cocktails and appetizers at Legends Bistro. Price includes one hour golf clinic followed by cocktails and select appetizers. \$35 per person/session.

UPCOMING GOLF EVENTS

Complimentary Golf Guest Days

Tuesday, January 26th | Tuesday, February, 23rd | Tuesday, March 16th

Golf Members may bring up to 3 guests for "cart fee only" on these special days!
Please make arrangements with the Golf Pro Shop.



Couples Nine & Dine

2:00 pm Shotgun followed by Dining on Legends Patio

Calling all couples! Join us once a month for nine holes in a scramble format followed by a specially prepared menu and hosted beer/wine. Your participation will help make this a monthly tradition! See the weekly Club email for upcoming dates.

\$35++ per couple-sign up through the Golf Pro Shop or Membership.



Doug and Terrie Avazian, Ed and See Landry, and Yumi and Dan Rose



The winners: Dan and Yumi Rose, Yumiko Oya and Ron Simonton



Steve and Elyse Simons

Men's Friday "Killer B's"

12:00 pm Shotgun

Join us for Beers, Burgers, Brats, Beans, & the Boys!

La Costa Men, join us once a month for blind draw. All sign ups are single player. The golf shop will be rotating formats each week. See the weekly Club email for dates.

\$20++ per person (includes Killer B's above)-contact the Golf Pro Shop or Membership and sign up today!



Men's Team Play

Men's Team Play will return mid-February!

Golf Members are invited to join us for this once a year opportunity to play a total of 6 alternating matches at home and on the road. This year's team play will take us to The Farms Golf Club, Talega Golf Club, and the Country Club of Rancho Bernardo. Sign up by contacting Mike Kelly at 760.931.7530 or mkelly@lacosta.com or Darren Paul at 760.931.7555 or dpaul@lacosta.com. Participants must have an established SCGA handicap by March 31, 2009.



A YEAR OF MEMORIES



Fourth of July Celebration



Jeff Lowe & Son at the Labor Day Pool Party



Doug & Terrie Avazian, Yumi & Dan Rose, and Laura Rappaport at the Legends Luau



John & Jennie Dunlap (right) with Friends at Moroccan Night



German Fun and Games with The Edelweiss Band at Oktoberfest



Moroccan Night at Legends



Cathie Fravel, Ruby Callihan & Joy Bucher at 4th of July Celebration



See & Ed Landry at Legends Wine Event



David & Miriam Lieber and family at San Diego Zoo



Jennifer & Greg Kubczak at Legends Luau



San Diego Zoo Outing August 2009



Clare Rose, Susan & Scott Silveira, Krista & Shane Terry at Memorial Day Pool Party



Speilmann Family Oktoberfest 2009



KIDTOPIA & VIBZ

Kidtopia

Parents—don't forget to take advantage of your two complimentary hours of childcare during Kidtopia's Date Night:

Thursdays from 5:00 to 9:00 pm

Date Night is available for children ages 3 and up (must be bathroom independent).



Vibz

Enjoy free play on the games in Vibz Thursday evenings from 5:00 to 8:00 pm and Sunday afternoons from 1:00 to 4:00 pm. Read more on page 3!

Introducing New State-of-the-Art Fitness Equipment!

The Club at La Costa is pleased to announce the recent arrival of new Star Trac cardio equipment at the Athletic Club! Unique, innovative features include iPod docking stations, built-in fans, and 15" televisions. We have added a total of seven Total Body Trainers, one Stepper, four Recumbent Bikes, five Upright Bikes, and one E-spinner Bike. Stop by and experience the new Athletic Club!



Outdoor Programming

Our Outdoor Programming program is geared toward getting you out in nature with fellow Members, experiencing the wide array of recreational opportunities that the San Diego area has to offer, and creating lasting relationships. From January to March, we will be exploring Winter Sports. Keep an eye on the weekly Club email for more details on a guided snow shoe hike in Southern California with Tricia in January.

Outdoor Programming is available any time of the year and we are eager to customize an outing for you. If you have family or friends in town for a visit and you would like to show them some of Southern California's best-kept secrets, contact the Athletic Club at 760.438.9111, x.4514 to set up your next adventure!

Monthly Hikes

Tricia, your "trainer on the trail," leads monthly hikes on the third Saturday of every month around greater San Diego. Join us for an active, scenic adventure in La Costa's own backyard! Explore a wide variety of local trails, experience the great outdoors, and get plenty of fresh air and sunshine. Hikes usually last between 45 and 75 minutes and are open to all levels of fitness. Watch the weekly Club email or contact the Athletic Club at 760.438.9111, x.4514 for more details.

2010 Fitness Class Schedule

Recent additions to the Athletic Club's fitness schedule have been a great success. Members have enjoyed Kettlebells, Fitness at the Beach (FAB), and Behind the Barr Pilates. In 2010, we will expand on these classes and offer specialty classes on a monthly basis to provide you with variety, productive workouts, and optimal health. See the Athletic Club or our Members Only web site for a comprehensive Activity Guide.

The Athletic Club offers fitness for children too! Join us for FitKids Outdoor classes on Mondays and Wednesdays at 5:30pm and Saturdays at 9:00 am. This is a great time for parents to try our Indoor Cycle Class!

Personal Training Specials

Enjoy semi-private personal training for only \$80 in January—that's only \$40 per Member! Let our expert personal trainers help you reach your fitness goals. See our trainers' biographies in the Athletic Club or at www.theclubatlacosta.com to see which trainer is the right fit for you and your friend. If you prefer to reach your goals at your own pace, private personal training is also available at the preferred Member pricing of \$60 per session.

Spring Break Teen Fitness Camps Sneak Peek

The Athletic Club will host teen Fitness and Wellness camps over Spring Break. Expose your teen to wellness basics, including nutrition, beauty, personal training, and more! Keep an eye on the weekly Club email or contact the Athletic Club for more details.



Spa La Costa Partners with Local Plastic Surgeon

Beginning February 1st, Spa La Costa is pleased to announce a revolutionary new partnership with local plastic surgeon, **Richard Chaffoo, M.D.** of La Jolla. In addition to being the Chief of Plastic Surgery at Scripps Memorial Hospital Encinitas and President of the San Diego Plastic Surgery Society, Dr. Chaffoo also holds the notable distinction of being triple board certified by the American Board of Plastic Surgery, American Board of Otolaryngology, and American Board of Facial Plastic and Reconstructive Surgery. Members will enjoy a 15% discount on services offered by Dr. Chaffoo at Spa La Costa. Contact the Spa or visit www.theclubatlacosta.com for a complete list of services and preferred Member pricing.

ZO Skin Health

World renowned Zane Obagi, MD has chosen Spa La Costa to introduce his exciting new line. Fight aging—fight hard with Zein Obagi's revolutionary spa peel. ZO Skin Health stimulates cellular turnover, knocks out fine lines and wrinkles, and improves skin tone, texture and clarity in less than 50-Minutes! Please note that as with any clinical grade skin treatment, facial waxing, electrolysis, use of depilatories, or any other clinical grade or prescription skin product is not allowed during the course of this treatment. Members enjoy preferred pricing of \$175 per treatment or \$145 during our popular Midweek Special (Monday - Wednesday, 12:00 pm to 4:00 pm).

Preferred Member Pricing at Spa La Costa

Indulge yourself—enjoy preferred pricing of 25% off Spa services Monday - Thursday and 15% off Friday - Sunday. Members receive 15% off daily on all discounted pricing promoted to the public. Don't forget that spa services at Spa La Costa apply toward your quarterly minimum! Call Spa Reservations at 760.931.7570 to schedule your next service.

Unaccompanied Guests

Members who will be unable to attend the Spa with their guest, but would like to extend their discount, may contact the Membership office at 760.929.6382 so that we can accommodate these specific requests. Please note that these are special circumstances and will be approved by Membership. All Spa services billed to your Member account will apply toward your quarterly minimum!

NEW MENU AT BLUEFIRE

BlueFire Grill is excited to announce the introduction of a new menu featuring some of your favorites, as well as some fresh new options from land and sea sure to please those with discriminating taste. Savory appetizers include Seafood Piquillo Pepper, Seared Ahi Sashimi, and Crispy Local Goat Cheese. Entrees include Australian Barramundi, Prime Beef Short Rib, and Rack of Colorado Lamb, each accompanied by choice of two sides. Enjoy an after-dinner delight and choose from a wide array of specialty coffees, dessert or port wines, cognacs, and desserts. Visit www.theclubatlacosta.com to view BlueFire's new menus. BlueFire Grill manager, Joey Alfano, looks forward to welcoming you soon!



BLUEFIRE ALL-NIGHT HAPPY HOUR

Join us at BlueFire for Happy Hour, Wednesday through Saturday from 4:00pm to 9:00 pm! Enjoy great drink specials (including house wine, well drinks, and imported beer for only \$6), an array of specialty martinis (\$10), sweet treats, and BlueFire Signature Appetizers prepared by BlueFire's own Chef Gina Rodriguez. Members receive a 50% discount on Happy Hour Signature Appetizers and an additional 20% off specially priced Happy Hour drinks! Visit www.theclubatlacosta.com for more details.



LIVE MUSIC AT BLUEFIRE

Join us at BlueFire Grill for live music Thursday - Saturday from 6:00 to 10:00 pm. Enjoy the sounds of some of San Diego's finest musicians while enjoying Happy Hour or a meal on the patio in front of BlueFire's signature fire pit.

- WEDNESDAYS:** Treja Vu
- THURSDAYS:** David Patron (Swing/Upbeat Old Standards)
- FRIDAYS:** Wolf Marshall Trio (Upbeat Jazz/Blues)
- SATURDAYS:** Brad Rambur Band (Jazz)



Game Day, All Day **HAPPY HOUR** at Legends and Club Lounge

Join us in the Club Lounge and Legends Bar on Saturdays, Sundays, and for Monday Night Football! Special Happy Hour pricing is available from opening through the last game of the day. Take advantage of great drink specials (including house wine, well drinks, and imported beer for only \$6) and special Game Day appetizers prepared by Chef Robert Gaffney. Members enjoy an additional 20% off the already discounted prices on drinks and appetizers! Visit www.theclubatlacosta.com to read more.

LEGENDS bistro



UPCOMING EVENTS

Social, golf, and family events enhance the sense of community you feel here at The Club at La Costa. Nothing compares to the company of your friends and family. With that philosophy in mind, we have created an exciting calendar of events for 2010.

From family events and outings to our Around the World Dinner Series designed to bring a taste of another culture to you right here in Southern California, we are dedicated to enhancing your experience at the Club. Live the La Costa lifestyle—live the legend!

Read on for a summary of upcoming events. Keep an eye on the weekly Club email for more details! And remember—a Member event counts toward your quarterly minimum spend.

JANUARY 2010

Comedy Club

Friday, January 22nd | 7:30 pm – 10:00 pm | Veranda Room

Enjoy the comedy club atmosphere—right here at your Club! Don't miss acts by local comedians from The Comedy Store La Jolla and cocktails. \$15 cover charge for Members (\$20 for Guests) includes 2 drinks per person. Open to ages 21+.



Malm Cellars Wine Dinner

Thursday, January 28th | 6:00 pm – 9:00 pm | BlueFire Grill

Sommelier Mike Farrell of La Costa and Malm Cellars welcome you to BlueFire Grill for a tasting of wines from the Sonoma Coast. Savor four courses prepared by Chefs Hans Wiegand and Gina Rodriguez paired to the selections. \$58++ for Members and \$68++ for Guests (limit 2 Guests per Membership).



Swing Dance Lessons

Happy Hour in Legends Bar 6:00 pm

Lesson in Athletic Club 6:30 pm - 7:30 pm

**January 22nd, January 29th, February 5th, February 19th,
February 26th & March 12th**

Swing Dance lessons from Positive Energy Dance, a La Costa tradition, are back at the Club! Join us for a six week session with Michael and team covering the basics of swing, from beginner to intermediate. \$90 per person/session.



FEBRUARY 2010

Family “Dinner & A Movie”

Friday, February 12th | Starting at 6:00 pm | Parlor/Foyer

Bring the whole family and join us for a pizza dinner, a movie—Cloudy with a Chance of Meatballs, FREE play at Vibz, and fun for the children (including Valentine's crafts and cookie decorating) with the Kidtopia staff!



Wine Workshop

Saturday, February 27th | Starting at 7:00 pm | Parlor/Foyer

Learn the secret to creating unique wine varietals. Join La Costa's own sommelier, Mike Farrell, and a local winemaker for a unique and fun workshop. The best part is enjoying your creations with expertly paired culinary treats!



Annual Tennis Ball

**Saturday, February 20th | 6:30 pm – 9:30 pm
Poinsettia Ballroom**

Tennis players are invited to join us for our annual Tennis Ball. Enjoy cocktails, hors d'oeuvres, music, and dancing!

MARCH 2010

“St. Patty’s Day” Family Night

Families—spend a night together at the Club, St. Patty's style. Enjoy dinner, green beer, and fun for the family!

Masters of Scotch Tasting

Join us for a small batch scotch tasting at BlueFire Grill, hors d'oeuvres, and echoes of Scotland with a bagpipe performance.



Women's Professional Tennis Returns to La Costa

Long before tennis had taken hold in America, tennis helped to put La Costa on the map. The rich history of professional tennis at La Costa began in 1969 with the International Invitational Tennis Championship. Over the years, La Costa has also hosted the Grand Prix and two Davis Cup competitions. Many remember the Women's Professional Tennis Tour's Acura Classic, which was held at La Costa from 1995 to 2007. The rich history of professional tennis at La Costa echoes with timeless legends called to Center Court, including Jimmy Connors, Ilie Nastase, Bjorn Borg, Venus and Serena Williams, Jennifer Capriati, and Maria Sharapova.

The La Costa legend resurfaced in recent headlines with the announcement of the return of women's professional tennis to La Costa with the Sony Ericsson WTA Tour (Southern California Open) scheduled for July 31st - August 8th, 2010. The event is one of ten tournaments in the Olympus US Open Series and will have \$700,000 in prize money. World-renowned tennis players such as Maria Sharapova, Venus Williams, and Kim Clijsters will grace La Costa's legendary Center Court once again.

Visit www.southerncaliforniaopen.com for more details or to purchase your ticket package.

Upcoming Tennis Events

Join us at home and on the road as we take tennis activities at The Club at La Costa to a new level this year! Watch the weekly Club email or ask the Tennis Pro Shop for more details.

- **Super Bowl Team Tennis Mixer**
January 30th (9:00 am - 12:00 pm)
- **Valentine's Love Mixed Doubles**
February 13th (2:00 pm - 5:00 pm)
- **Annual Tennis Ball**
February 27th
- **Road Trip to Rancho Las Palmas Resort & Spa (Mission Hills/Indian Wells tournament)**
March 11th - 14th

Tennis Pro Shop Renovation

Stop by and see our newly renovated Tennis Pro Shop! Updates include hardwood flooring, new interior paint, granite countertops, new cabinets, and new retail displays. We are proud to step into the next era of tennis at La Costa with our best face forward!



Tennis Members on Center Court



Jack Galloway, Andrew Whatnall, Steve Bonenberger, and Greg Lyle



Brent Hudgens, Ortansa Borcea, Mark Gsand, Maureen Gsand

JANUARY 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Live Music at BlueFire	2 Live Music at BlueFire
3 Vibz Free Play	4 Junior Tennis Camps Begin	5	6 BlueFire Free Corkage Day	7 Vibz Free Play Live Music at BlueFire	8 Live Music at BlueFire	9 Live Music at BlueFire
10 Vibz Free Play	11	12 Billy Yamaguchi Appearance	13 BlueFire Free Corkage Day	14 Vibz Free Play Live Music at BlueFire	15 Live Music at BlueFire	16 January Adventure Hike Live Music at BlueFire
17 Vibz Free Play InSPArational Sunday Speaker Series Restaurant Week at BlueFire	18	19	20 Scrapbook Group BlueFire Free Corkage Day Restaurant Week at BlueFire	21 Vibz Free Play Restaurant Week at BlueFire Live Music at BlueFire	22 Live Music at BlueFire Restaurant Week at BlueFire Comedy Night Swing Dance Lesson	23 Men's Golf Team Play Begins Live Music at BlueFire Restaurant Week at BlueFire
24 Vibz Free Play Restaurant Week at BlueFire InSPArational Sunday Speaker Series	25	26 Complimentary Golf Guest Day	27 BlueFire Free Corkage Day Restaurant Week at BlueFire	28 Vibz Free Play Live Music at BlueFire Restaurant Week at BlueFire Malm Cellars Wine Dinner	29 Men's Golf Killer B's Live Music at BlueFire Restaurant Week at BlueFire Swing Dance Lesson	30 Live Music at BlueFire Tennis Super Bowl Mixer
31 Vibz Free Play InSPArational Sunday Speaker Series Complimentary Tennis Guest Day						

FEBRUARY 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Complimentary Tennis Guest Day	2	3 BlueFire Free Corkage Day	4 Vibz Free Play Live Music at BlueFire	5 Live Music at BlueFire Swing Dance Lesson Ladies Bunko Group	6 Live Music at BlueFire
7 Vibz Free Play InSPArational Sunday Speaker Series	8 Member Ambassador Appreciation Event	9 Billy Yamaguchi Appearance	10 BlueFire Free Corkage Day	11 Vibz Free Play Live Music at BlueFire	12 Family "Dinner & A Movie" Live Music at BlueFire	13 Live Music at BlueFire
14 Vibz Free Play InSPArational Sunday Speaker Series	15	16	17 BlueFire Free Corkage Day	18 Vibz Free Play Live Music at BlueFire	19 Live Music at BlueFire Swing Dance Lesson	20 Annual Tennis Ball Live Music at BlueFire
21 Couples Nine & Dine Vibz Free Play InSPArational Sunday Speaker Series	22	23	24 BlueFire Free Corkage Day	25 Vibz Free Play Live Music at BlueFire	26 Men's Golf Killer B's Live Music at BlueFire Swing Dance Lesson	27 Wine Blending Party Live Music at BlueFire
28 Vibz Free Play Complimentary Tennis Guest Day						

March calendar on back page



THE CLUB AT LA COSTA™

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MARCH 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Complimentary Tennis Guest Day	2	3 BlueFire Free Corkage Day	4 Vibz Free Play Live Music at BlueFire	5 Family St. Patty's Day Party Live Music at BlueFire	6 Live Music at BlueFire
7 Vibz Free Play	8	9 Billy Yamaguchi Appearance	10 BlueFire Free Corkage Day	11 Vibz Free Play Live Music at BlueFire	12 Live Music at BlueFire Swing Dance Lesson	13 Live Music at BlueFire
14 Vibz Free Play	15	16	17 BlueFire Free Corkage Day March 18 Vibz Free Play Live Music at BlueFire Masters of Scotch Tasting	18	19 Live Music at BlueFire	20 Live Music at BlueFire
21 Vibz Free Play	22 LPGA Classic	23 LPGA Classic	24 LPGA Classic LPGA Official Pro-Am BlueFire Free Corkage Day	25 LPGA Classic Vibz Free Play Live Music at BlueFire	26 LPGA Classic Live Music at BlueFire	27 LPGA Classic Live Music at BlueFire
28 LPGA Classic Vibz Free Play Complimentary Tennis Guest Day	29 Complimentary Tennis Guest Day	30	31 BlueFire Free Corkage Day			