



WHITE LAKE GOLF CLUB

Since 1916

January 1, 2016

Frank Lundell, Jr.-President
Charlie Deupree-V.P.
Ryan Briegel-Secretary
Rob Schwartz-Treasurer
Jim Schmidt-Greens Chair
Kathy McGreal-Director
Jim McColl-Director
Rick McCombs-Director
Michelle Buchanan-Director
Kim Staton-Director
Bill Davis-Director

Dear White Lake Golf Club Members,

*Did you know that 100 years ago life expectancy for men was only 47 years? Fuel for cars was only sold in drug stores. Only 14% of homes had a bathtub. Only 85% of homes had a telephone. The speed limit in most cities was 10mph. The average US wage was 22 cents an hour. 95% of all births took place at home. The American Flag had only 45 stars. Crossword puzzles, canned beer, and iced-tea hadn't been invented yet. There was neither a Mother's Day nor a Father's Day. And, the White Lake Golf Club was just about to be born! **Oh, how far we have come in just 100 years!!!***

Furthermore, it seems like I was just anticipating the 2015 golfing season at White Lake Golf Club, and then "poof!" it passed by again! Time does go flying by, especially when you are having so much fun at our beautiful golf course! Our age old theme "The Burial Place of Old Man Gloom" is alive and well! Indeed, we played a lot of golf this past season – almost 12,000 rounds this year alone, and many, many more rounds over the past 100 years!

In addition to playing the game, we practiced the game! Our club filled a much-needed void for our members with the opening of the Evan McCombs Practice Facility and Pavilion. The practice facility served us well with a full-range practice bunker and putting green. The setting is serene and tranquil with views of adjacent holes and surrounding forests accented by the quiet that the isolation of the range offers. The range has also become somewhat of a social center. Several times this year greetings and conversations forced me to leave the range without hitting any balls as my tee time loomed! By the way, complimentary golf balls will continue to be offered through our 100th year in the 2016 season! We are also installing a card reader on the ball dispenser to expedite ball access. Members will have their own card to swipe for buckets of balls!

The new pavilion also hosted the Regular Member Annual Meeting, the White Lake Senior Center Golf Scramble, the Wolverine Seniors Golf Outing, and our club's Annual Party! How nice it is to have a facility with furniture, bathrooms, potable water, and lighting to house fun events! Again, the setting is spectacularly accented by the long shadows of sunrises and sunsets!

I'd like to give our continued thanks to the McCombs Family and the many other WLGC Members who, through their generosity, made this facility a reality! I firmly believe that we have one of the finest practice facilities in west Michigan, and that it will continue to support member retention and recruitment.

So here we are on the threshold of our 100th year as a golf club! What is in store for our 100th year? There are several topics that I will address as we look forward to the centennial year of the White Lake Golf Club!

New Directors

As you know, we have welcomed three new Directors to the WLGC Board. They are Michelle Buchanan, Bill Davis, and Kim Staton. Michelle, Bill, and Kim are long-time members who bring skills, insight, and passion to their new roles as we continue to evolve and progress as a golf club.

I'd like to again give a huge thank you to the outgoing Directors, Bob Eklund, Bill Benedict, and Don Hummel. We are extremely appreciative of the many contributions these men have made to our club. Bob brought us special skills with his law profession and his insight into township policies. Bill brought his passion for golf personified in his work with Dale Augustin as our Greens Chair. (Jim Schmidt will now serve as our Greens Chair.)

Don Hummel served as our president from 1998-2011. We, again, thank him for his fine leadership as he led our club with humor, passion for and knowledge of golf, along with his precise business skills as a former banker. At the October Board Meeting, the Directors unanimously voted Don Hummel as an Honorary Member!

2016 Fees and Dues

At the Fall Meeting, your Board of Directors voted to keep all 2016 Dues and Fees the same as they were in 2015!

Incentive to become a Regular Member

A previous letter was sent to the WLGC Membership noting the advantages and the process in which to become a Regular Member (Stock Member/Equity Member). Please consider this special incentive offer to become a Regular Member in consideration of the 100 Year Celebration of the Club. You may reference the incentives by going to our website (www.whitelakegolfclub.com)

The Wetlands

The Mason Drain Project continues to be a work in progress. The Project will allow natural drainage to be more efficient in the low areas of our course between Michillinda Road and the creek. Easements from some adjacent property owners still need to be acquired before the actual work can begin. We are hopeful that by spring we will know more in terms of an actual time line with a completion date for which we can plan.

Clubhouse

Under the leadership of Directors Charlie Deupree and Kathy McGreal, the House Committee (Michelle Buchanan, Bill Davis, and Willie Josephson) continue to pursue the possibility of replacing our aged clubhouse with a new one! This is a very complex issue and involves many facets (design, funding) that continue to be explored. Many thanks to the late Norm Johnson for his initiative in organizing a Clubhouse Contingency Plan. Also thanks go to the original Clubhouse Committee members: Marcia Scheeberger, Dennis Kroll, Scott Rollenhagen, Tom Barry, and Rob Schwartz.

100 Years!

If you have read our centennial celebratory book, The White Lake Golf Club...The First 100 Years, you will get a very strong sense of the special time that we, ourselves, are part of as members of our incredible golf club and golf course. The book is dedicated to the history of fellowship personified in our founding fathers, W.E. VanDeventer, J.A. Middleton, and all of the wonderful members of the White Lake Golf Club, past and present. As is recorded in this book, there were so many key members who stepped up and made things happen so that a golf course could emerge along White Lake and Lake Michigan. Throughout our history, members have always done what was necessary to ensure we had a quality golf course. For one hundred years, through good times and bad, our members have had a vision that brought resources, funding, and leaders together to make the White Lake Golf Club what it is today.

2016 will be a special year for our club, filled with excitement and celebration. Special events are being planned with a centennial theme. And, of course, start planning a golfing wardrobe reflective of our early years. This coming season is going to be a lot of fun!

WLGC Memorial Pavers

Not only are we celebrating 100 years as a golf club, we are also celebrating and remembering those WLGC loved ones who have gone before us. With this in mind, we are planning a memorial program at the club where members may memorialize loved ones via an inscribed brick. The bricks will be permanently inlaid in the vicinity of the clubhouse. Beginning this spring, specification forms will be available for members to complete as the WLGC Memorial Paver Project develops.

Member Recruitment for 2016

Over the past 100 Years, it has been proven over and over again that the most effective program for new member recruitment is through the personal networking of the WLGC Membership. In 1916 the efforts of “social media,” one-on-one communication through friends and family, recruited 59 members in year one! Truthfully, the sophisticated social media infrastructure of today is not at all as effective as the personal contact recruitment opportunities that you may have with friends, family, and colleagues in making our golf club their summer playground. Thank you in advance for your assistance in building and maintaining a stable membership at the White Lake Golf Club! Please check our website for membership incentives for 2016 (www.whitelakegolfclub.com). There are many “Wow Factors” about WLGC, but remember that YOU remain the Number One Wow Factor as you network and recruit new members!

On behalf of the Board of Directors... best wishes to you and your families for a wonderful 2016!

Sincerely,

Frank Lundell, Jr., President-White Lake Golf Club