



White Lake Golf Club

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Kathy McGreal-Director

Rick McCombs-Director

Don Hummel-Director

James McColl-Director

James Schmidt-Director

Rob Schwartz-Director

January 1, 2014

Dear White Lake Golf Club Members,

We know we're doing something right when White Lake Golf Club hosted almost 13,000 rounds of golf between April 1st and November 30th! White Lake Golf Course had a wonderful year in 2013, and we hope that you were able to take advantage of our beautiful and challenging course during that time.

As we anticipate the **98th** year of playing golf at White Lake Golf Club, we are again very grateful for the commitment of our 300 plus members. It is the members of WLGC that make our club special and unique. And, it is our members who appreciate our historic and well-conditioned golf course that offers a wealth of casual and competitive golf opportunities along the beautiful shores of White Lake and Lake Michigan.

We have a lot of projects in the works this year to make White Lake Golf Course even better for our members and the golfing community.

2014

Membership Campaign

The WLGC Board has launched another aggressive membership recruitment and retention campaign for 2014. Since 2004 our membership has declined from 350 members to 304 in 2013...a loss of about \$65,000 annually.

Our membership campaign offers greater discounts for "groups" of people that join at once. Please go to the website (www.whitelakegolfclub.com) and reference the chart for pricing. Our premise is that members will play where their friends play. The tighter the group of golfing "buddies" the more likely they will continue to play together and retain their memberships.

Additional memberships will allow us to buy more equipment and replace some of our aging electric carts. Don't worry about our course being too crowded as the 13,000 rounds played last year is just a fraction of the potential 60,000 rounds that are actually available during the golfing season! Our course has plenty of "tee time room" for new members!

We ask all of our members to join us in this membership campaign. Like last year, sponsoring members will receive \$150 for each new member they recruit and an additional \$100 in 2015 if the new member renews again in 2015! Sponsoring members will receive their dues reductions as a cash rebate in June, 2014.

Furthermore, for the first time, present members and new members will have options when paying their dues and seasonal cart rentals. You may choose to pay your dues in full or over a 9 month time period via an **Electronic Funds Transfer** from a checking or savings account. An **EFT** Form can be found on the WLGC website and is also included with your dues statement.

Conservation

The WLGC Board of Directors continues to work diligently to find ways to increase revenue, reduce operating expenses and responsibly spend funds needed to maintain a pristine golf course. At the October Board Meeting, the Board took action to lay off our four full time employees for the winter months for the second consecutive year. We also raised dues for the first time in six years (less than 5%). We raised cart fees from \$14 to \$16 per 18 holes and adjusted the annual cart fees to \$650 for a full family and \$550 for a single. Guest green fees are being raised from \$30 to \$35 on Friday, Saturday, and Sundays. We continue to monitor and conserve energy consumption and Grounds Superintendent-Dale Augustin, schedules chemical and fertilizer purchases when prices are at the lowest levels.

This increased revenue and savings will be put to good use. We have committed \$45,000 to replace the disintegrating iron pipe that supplies our water for irrigation from White Lake (now scheduled for replacement this winter). We also are purchasing a new greens mower (\$28,000). Other expenses on the horizon are the replacement of electric carts, gas work-carts and tractors.

The Board and WLGC employees are confident that these actions will serve us well this year and will pay us dividends in the years to come.

Golf Course Improvements

In addition to the new practice facility, there are three big golf course improvements worth mentioning as we look forward to the 2014 season. First of all, spending \$45,000 for a new irrigation main is like replacing the transmission in your car...it's necessary...it's expensive...but nobody notices it!

However, I guess we would notice the negative effects on our fairways and greens if the irrigation system collapsed due to the disintegration of an old iron pipe...so it must be done!

Secondly, non-gender specific tees will welcome all players to simply choose their tees purely by total yardage. The tee plates and new score cards will offer blue, white, silver and gold yardages.

Thirdly, our entire 18 holes will now offer groomed par 3 tees for those families, friends and individuals who would like to play the entire course as a par 3 course with corresponding score cards.

Evan McCombs Memorial Practice Facility

There is so much to look forward to as the new season of golf resumes after the winter. Most excitingly is the completion of the Evan McCombs Memorial Practice Facility! The 300+ yard range will also include a practice bunker and putting green. The facility is fully funded through the generous contribution of the McCombs family and other WLGC members. We are excited and look forward to the completion of this enriching addition to our golf course. Weather permitting, the facility should be ready by mid-summer.

WLGC Website

I have had the WLGC website as my home page for this past year. It is awesome and the aerial photo of our course always brightens my day! I continually access the many features that it offers to members. I use it to post scores, acquire tee times and read the latest club news such as event results. The website has been recently upgraded to include spouse names and contact information. The email addresses are now "hot" so that you can email members right from the member roster!

Please go to the website over the winter and check to see if your contact information is up to date on the member roster. Each member of your family should be listed with their own emails, cell phone numbers, winter addresses, etc. Please email Bill Borgman (wlgc@whitelakegc.com) with any contact information that you would like included.

Thank you!

Our WLGC Board of Directors continues to be a dynamic assembly of individuals committed to strengthening our club and continuing to provide outstanding service to our members. Two of these Directors, Dick Durell and Andy Buckner, are no exception to the attributes mentioned above. This past fall Dick and Andy resigned as Directors after outstanding service to our club. Both gentlemen gave generously of their skills, talent and wisdom from which our club continues to benefit today. On behalf of our entire WLGC Membership, I thank them for their years of service, commitment and love for our club.

Welcome!

On behalf of the Board and the WLGC Membership, I welcome Kathy McGreal and Rick McCombs to service as new Directors. Both Kathy and Rick are long time members of our club and have a rich history of personal involvement with golf clubs and the game of golf. Welcome!

2014 Events

Please review the 2014 Calendar of Events posted on the WLGC website. As usual, there are many opportunities each week to participate in scheduled events, some just for fun and others that are competitive.

Also, the second annual "WLGC Back to Golf" Social Hour is scheduled for Friday, May 2nd at Pub 111 from 5:00-8:00 PM. Cash bar and appetizers!

See You Soon!

I am confident that the snow will melt and the lakes will thaw and, in no time, we will be back on our wonderful golf course! I wish you an excellent year of golfing. I will see you on the course!

Please let me know if you have any feedback or suggestions!

Best regards,

Frank Lundell, Jr., President WLGC
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