



# White Lake Golf Club

January 1, 2013

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## **WLGC Board of Directors**

*Frank Lundell, Jr.-President*

*Charlie Deupree-Vice  
President*

*Ryan Briegel-Secretary*

*Robert Eklund-Treasurer*

*William Benedict-Grounds  
Chair*

*Andy Buckner-Director*

*Richard Durell-Director*

*Don Hummel-Director*

*James McColl-Director*

*James Schmidt-Director*

*Rob Schwartz-Director*

Dear White Lake Golf Club Members,

As we anticipate the **97th** year of playing golf at White Lake Golf Club in 2013, we are very grateful and thankful for the continued support of our 304 members. It is very evident that our membership loves golf and loves playing our historic and well-conditioned golf course. Furthermore, the engagement of the many circles of golfing friends at White Lake Golf Club is a testament to the vitality of our club. White Lake Golf Club members played 13,000 rounds of golf in 2012 which included casual play as well as the opportunity to participate in as many as 40 competitive events that were scheduled throughout the golfing season!!

### **2013 Membership Campaign**

As most of you know, this past fall, the WLGC Board launched an aggressive membership retention and recruitment campaign for 2013. The 2012 survey results showed that most members did not feel that the Green/Gold Cards were an incentive to recruit new members. With this in mind, our new membership campaign offers greater discounts for “groups” of people that join at once. (Please refer to the attached 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. Instead of the Green/Gold Cards incentive, sponsoring members will receive \$150 for each new member they recruit and an additional \$100 in 2014 if the new member renews again in 2014! Sponsoring members will receive their dues reductions as a cash rebate in June, 2013. This 2013 Membership Recruitment/Retention Campaign was launched based on the fact that since 2004 our membership has declined from 350 members to 304 in 2012. This reduction in memberships for the past eight years equals to about \$65,000 in lost revenue per year. Although we continue to be debt free, the additional memberships will allow us to generate funds needed for timely equipment replacement and dealing with increased energy costs.

### **Conservation**

The WLGC Board of Directors has worked diligently over this past year meeting and deliberating on a number of opportunities and issues that will serve the WLGC in the years to come. The Board is constantly working with staff to find ways to increase revenue and reduce operating expenses. In addition to the 2013 Membership Recruitment/Retention Campaign, the Board has taken the following actions with regard to conserving funds:

- Postpone purchasing of new equipment
- Working with Consumers Energy to consolidate and conserve energy usage
- Layoffs of full time employees during winter months

None of these actions will have a detrimental affect on the quality of club service or on the conditioning of our course. We are confident that these actions will serve us well this year and will pay us dividends in the years to come.

### **Golf Course Improvements**

Our Greens Chairman, Bill Benedict, has implemented some improvements to our golf course this past season, with a few more to come in 2013. I am sure you have noticed the removal of some trees on holes 1, 2, 3, 4, 5, 6, 8, 9, 16 and 17 and the removal of sand traps on holes 11 and 14. Most of the trees were removed to increase sunlight and eliminate root encroachment around the greens and some were removed to enhance esthetics and approach. One tree was removed by the gold tee on #9 to open up the teeing zone. The sand traps were removed due to the difficulty of maintenance caused by water level saturation. The traps were replaced with grass berms.

This winter the trimming of low hanging branches will take place throughout the course, and in the spring, we will elevate and level #1 tee and install a new cart path serving the red tee on #9.

Also, many thanks to Bill Benedict for personally building the new benches that adorn the tees throughout our golf course!!

Finally, if you have a range finder, you probably noticed right away that we now have “crystals” on our pins that enhance distance accuracy when using range finders on the course.

### **Evan McCombs Memorial Practice Facility**

We are extremely grateful to Rick McCombs, his wife Katrina Veerhusen, and their daughter Claire for their significant gift that has launched the construction of the Evan McCombs Memorial Practice Facility. We are also very appreciative to those WLGC members who have made additional contributions to the practice facility. These additional contributions support the completion of the irrigation system and the construction of a pavilion. Indeed, as I am writing this letter, bulldozers and backhoes are at work clearing stumps and roots in preparation for installing the irrigation system, contouring the tee, and, subsequent grass planting next summer!

### **Milestone**

It was very sad to hear that the 116 year old Michillinda Lodge was completely destroyed by fire on December 2<sup>nd</sup>. White Lake Golf Club enjoyed a wonderful partnership with Michillinda where many luncheons and dinners were hosted for the WLGC Ladies Association, as well as the Men's Morning Group and the Wolverine Seniors. We are all hopeful that the lodge and restaurant will be rebuilt and continue to be vibrant partner with our golf club.

### **Website**

I hope that you have enjoyed interacting with our new website [www.whitelakegolfclub.com](http://www.whitelakegolfclub.com) I have it as my home page on my computer and access it all the time. It gives me up to date news about the club along with quick links to event results, upcoming events, making tee times and posting my scores. I find the membership roster extremely helpful when looking up postal addresses and email addresses. Be sure to check your profile and add winter addresses and phone numbers.

### **2013 Events**

Please review the 2013 Calendar of Events that is posted on the website. As usual, there are many opportunities each week to participate in scheduled events...some just for fun and others that are competitive. On Friday evening, December 14<sup>th</sup>, we hosted a first ever WLGC Holiday Party at Pub 111 in Whitehall. Around 70 WLGC members and guests attended and enjoyed a cash bar and pizza. Another similar event, at Pub 111, is planned for the first Friday in May 2013! New to the schedule of events for 2013 are two events that are for **parent/grandparents paired with their children/grandchildren**. The first one is on Saturday, June 15<sup>th</sup> at 1:00 PM and the second one is scheduled for Wednesday, August 7<sup>th</sup> at 4:00 PM. Details of the format will be announced this spring...**mark your calendars!!**

### **Looking Forward To Spring**

Finally, I must tell you that I really had a wonderful time at White Lake Golf Club this past season. I played more golf then ever before and really enjoyed the fine conditioning of our course. As I mentioned at the beginning of this letter, we are enriched by the many circles of golfers that interact at our club. Clearly, the golfing is great, but the WLGC member camaraderie is what really matters!

I look forward to stepping out on the first tee for the first time this coming spring. I look forward to watching the course come alive with the blooming of flowers and leaves on our trees. I look forward to watching parents and grandparents play golf with their children and grandchildren as a new generation of young golfers emerges at our club. I look forward to working up another Frick and Frack Skit with Don Hummel at the Annual Party on the First Tee in August. And, I look forward to having you all back at our special playground on the shores of White Lake and Lake Michigan!

Best regards,

Frank Lundell, Jr., President-White Lake Golf Club  
[franklundell@comcast.net](mailto:franklundell@comcast.net)

# Save Up To 40% Off Your New Membership at White Lake Golf Club

**The more friends that join at the same time the more they save.  
Bring your foursome to White Lake Golf Club  
and save up to 40% per person!**

## **Dues Per New Member by Category**

*Includes Mandatory Capital Expense and Handicap fees*

# of people joining at same time	Junior below 30	Junior 30-40	Associate
	Full Dues= \$753	Full Dues= \$1028	Full Dues= \$1478
<b>1 member</b>	<b>\$675</b> 10% savings pp	<b>\$925</b> 10% savings pp	<b>\$1340</b> 10% savings pp
<b>2 members</b>	<b>\$600</b> 20% savings pp	<b>\$860</b> 16% savings pp	<b>\$1240</b> 16% savings pp
<b>3 members</b>	<b>\$530</b> 30% savings pp	<b>\$770</b> 25% savings pp	<b>\$1140</b> 23% savings pp
<b>4 or more members</b>	<b>\$450</b> 40% savings pp	<b>\$680</b> 34% savings pp	<b>\$1040</b> 30% savings pp

2012 Seasonal Members may take advantage of the new rates if the switch to full members for 2013

**2012 WLGC Members who sponsor new members will receive \$150 for each new member that they sponsor. Additionally, they will receive \$100 for each of the members they sponsored in 2013 who joins again in 2014.**

**How it works:** Find the ROW that shows the number of new members that are joining at the same time. The dues rate for those new members will be based on the membership category they are eligible for. All of the new members do not have to be from the same membership category.

### **The Fine Print:**

- New members are anyone who joins in 2013 who was not a member of WLGC in 2012
- These rates are good for the 2013 membership year.
- All new members applying for the new rates as a “package deal” must apply and pay at the same time. Application and full payment required at the time of application.
- Additional voluntary fees (i.e. cart, locker, Hole in One Club, etc.) are extra

**Contact WLGC at 231-893-4232, [wlgc@whitelakegc.com](mailto:wlgc@whitelakegc.com) , or go to [www.Whitelakegolfclub.com/membership](http://www.Whitelakegolfclub.com/membership) to see the full deal.**