

White Lake Golf Club

December 2010

Season's Greetings Members of White Lake Golf Club

As usual, it was an eventful year at WLGC—in many ways more “eventful” than usual. First of all unlike so many courses around the country which lost greens and fairways due to the extreme summer heat, we survived thanks in large part to extra efforts by our hard working, dedicated grounds crew. And as we have come to expect, our pro-shop staff did their usual great work. Thanks to all of you—you’re a major part of what makes us “The Burial Place of Old Man Gloom”. However I do have a small complaint—when taking a lesson from our pro, after watching my swing, he suggested, “Don, why don’t you lay off for two weeks and then give the game up permanently!” That’s when the fight started.

While the Annual Dinner to many is the highlight of each season, to me there was another, perhaps greater highlight.—the Community Appreciation Day held in October which benefited two food pantries in Whitehall. Because of the tremendous success, this will become an annual event. But we goofed this year. It was a last minute idea and we forgot to notify our members—many of whom would have liked to make donations. Next year you’ll all have a chance to participate.

Another event was the addition of seven new forward tees for the Gold Course. We now have four sets of tees which can be played by anyone. It is gratifying to see so many women and men who have “moved forward” and are enjoying the game even more. And soon you’ll be getting a picture by email of the “dolloed up” cart barn to which we are adding approximately forty new lockers to meet the increasing demand for club storage. And last, but certainly not least we want to thank Bob Milne for his service on the board and are grateful for his contributions he made for the improvement of the club during his tenure. Bob retired this year and has been replaced by Ryan Briegel, well known to many of you.

As you are probably aware, like the economy, golf is in a recession—participation in golf has been on the decline for almost ten years, especially with young adults and teenagers. Unfortunately, this is the category from which we hope to draw future members. Interest in golf is like measles—it should be caught young. To help the club kindle such interest in youngsters, our first Family Day was held in August when families were able to get out and play a few holes (where score was unimportant) with hot dogs and soda afterwards. Because it was so well received by those who participated, we plan to have several next season. To further interest young people in the game, we have created a new Student Membership category—available to full-time junior high and high school students as well as college students whose parents aren’t members. Finally two of our member’s children who play on the local high school golf team are going to form a junior golf league for children and grandchildren of members.

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Recognizing that the current economic problems, among other things, have put a strain on family finances, after much discussion at our October board meeting, we decided to leave our dues structure unchanged again this year forgoing the need to improve our much needed cash flow. There has been no dues increase since 2007 and then it was a modest twenty five dollars. In addition, at the request of some of our members, we have added an installment payment option which will be shown in the forthcoming dues bills

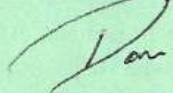
And now for our annual request. In order to meet ever rising expenses we need more new members and, while some of you have heeded this request and sponsored friends, many have not. New members are the life blood of our club and are needed, to not only grow our membership roles, but also replace those we lose each year due to health and relocation. If you want to maintain the course in the fine condition we enjoy, we encourage you to get on board and help us find new members. As you can tell, the board is doing a lot to make our club even more enjoyable, but we need your help. The club is an easy sell-- a fun, well maintained course with easy access and a charming president. To assist you in this sales endeavor, we are enclosing a "crib sheet"—a letter written by one of our members accompanying his application for Regular Membership. This letter really captures the essence of what our White Lake Golf Club is all about. And don't forget we still have the Gold Card/Green Card Program for those who sponsor new members (\$200 in gift cards for both the sponsor and the new member).

And as we as go into winter hibernation from golf, here are some things to ponder before next season. First of all, have courage when you play. For instance when playing the 12th hole, and are undecided whether to go for the green on your second shot or lay up short of the pond—go for it. In the words of the religious philosopher, J. Oswald Chambers, "The highest degree of courage is seen in the person who is most fearful but refuses to capitulate to it"—i.e. "go for it". Or in the words of Socrates, "Courage is knowing what not to fear"—i.e. "go for it". Second, don't practice---they say, "Practice makes perfect". Of course it doesn't. For the vast majority of us it merely consolidates imperfection. And if you find that trying to improve your game is frustrating and elusive, don't forget that the game of golf was invented by the same people who think haggis is a gourmet dish and that music comes out of a bagpipe.

In closing, I want to wish our staff and our members a very happy holiday season, and a healthy, prosperous New Year. See you all in the spring when flowers begin to bloom along with high hopes and expectations for bettering our game.

With warmest regards.

Sincerely,

A handwritten signature in dark ink, appearing to read "Don", written in a cursive style.

Don Hummel, President