

White Lake Golf Club

December, 2008

Seasons Greetings Members of White Lake Golf Club:

If we applied a term used in the wine business to golf, without question, 2008 was a vintage year at White Lake Golf Club. After a slow start, the weather was ideal, course conditions were excellent, and our many events were lots of fun, especially the Annual Dinner held at the end of August. While our staff can't take the credit (or blame) for the weather, we owe them a great deal of thanks for our fine course conditions and fun events. They play a major role in making our club unique among clubs and on behalf of all of you, I extend our sincere appreciation to this dedicated staff. Also contributing to making the golfing experience at our Club even more enjoyable is the approximately \$300,000 we have invested in our facilities and the course in the recent past—new cart barn and club storage building, our improved locker room and restroom facilities, new maintenance equipment and irrigation system and the most recent---a new cart fleet, which not surprisingly, has been enthusiastically received.

As you will note on the enclosed sheet, in spite of ever increasing costs of doing business, we have not changed our dues or fees for the coming year. While this will negatively affect our much needed cash flow, we have come up with a plan which can help the club's cash flow and yours at the same time. This plan has two aspects—"Old Man Gloom Bucks" (aka "the Green Card-Gold Card Program") and increased guest play.

A detailed study of our members playing habits revealed that, like the airlines (and using the airlines as an analogy), we have a number of "unused seats" (starting times) on our flights—consistently during the week our flights with an abundance of empty seats are during the hours between 11:00 A.M. and 2:00 P.M. We are attempting to monetize a few of these unused assets by offering several nearby resorts the opportunity to have their guests fill some of these starting times. This hopefully will generate income to offset some, if not all, of the revenue lost by our unchanged dues structure. Based on our past experience with this type of guest play, we doubt you'll even notice the few additional foursomes we'll have playing our course

As a preface to a description of "Old Man Gloom Bucks" program, I want to remind you of a paragraph from last year's letter:

"Finally, and it may come as a surprise to some of you, golf is not a growing sport for as many people leave the sport each year as those who take it up. In addition those who call themselves golfers are playing somewhat less. As a result, almost all clubs in the country

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have openings in their membership rosters—some aggressively advertising for members. We on the other hand are among the few which have a full roster. BUT, each year we lose a handful of members for various reasons and while we have a waiting list for Regular Membership, we have none for Associate Membership. Since we operate on a sponsorship basis, we are dependent on you to find and sponsor new members. For the long term viability of our membership and financial condition of the club, we ask that you actively seek out those who would be a good addition to our membership. We have a great product to sell—a fun but challenging course, good course conditions, availability of desirable starting time and most recently, a junior clinic program (loved by the kids and resulting in one family joining this year). By keeping our membership roles filled, we will keep our dues income up which will allow us to maintain our course the way we find it now.....

To add our own version of an economic stimulus package to our sponsorship program, we introduce “Old Man Gloom Bucks” Under this program each of you who sponsors a new member will get a Green Card in the amount of \$100 good for greens fees and/or cart rentals and a Gold Card in the same amount --to be used for pro-shop merchandise. The new member will also be presented with these cards (But to respond to a question posed by one of you, our attorneys tell us that the Green Card *cannot* be used to bring a non-citizen across the border to become a member under this program). To help you earn *Old Man Gloom Bucks*, enclosed is a membership application form. Please give some thought to whom you could invite to become a member. And for those of you who care to give the very best—a holiday gift idea—sponsor a new member and get them *Old Man Gloom Bucks*.

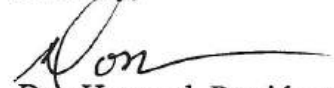
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A few philosophical observations to close this letter and for you to consider over the cold winter months. If you find you don't mind playing golf in the rain, the snow, even during a hurricane, here's a valuable tip: your life is in trouble. Furthermore, if your best shots are the practice swing and the “gimme putt”, you might wish to reconsider this game. And speaking from current first hand experience, no matter how bad you play, you can always play worse. Each time I play I rediscover the distinction between “hope” and “realization” Like most of us, the older I get, the better I used to be

Back to the membership issue one more time-- selling White Lake Golf Club is NOT a difficult task—we've got a GREAT product. Think of your friends—do 'em a favor and invite them to apply. Good hunting and of course, best wishes for a very Happy Holiday Season. Have a good winter—see you in the spring.

With warmest regards.

Sincerely,


Don Hummel, President