



# White Lake Golf Club

January 1, 2012

Dear White Lake Golf Club Members,

As we begin the 96<sup>th</sup> year of golf at the White Lake Golf Club, we are grateful and thankful for the continued support of our 315 members. We have an enriched history that continues, as we enjoy the great game of golf along the shores of White Lake and Lake Michigan. As the new president of WLGC, I am honored and humbled to serve at the golf club where our former golf professional, Lou Iverson, employed me as a caddie during the summers of 1958 and 1959.

If we stop and think about the generations of White Lakers that have walked our fairways and putted on our greens over the past 95 years, we can't help but feel how special this place is and how we are now the momentum that carries our club forward. Like the song lyrics, "These are the good old days..." Our days are now, and we are enjoying this club just as all those before us did. It is with great anticipation that I look forward to the coming golf season and all that it will bring.

White Lake Golf Club remains in a very positive position due to smart financial decision making and the fact that we have no debt. At the October meeting, the Board agreed to a slight dues increase as is noted on the enclosed invoice. This change will assist in meeting the challenges of increased costs for energy and fertilizers.

The positive position that WLGC enjoys, is due to the diligent work and planning by the Board of Directors, led by our past president, Don Hummel. I would like to thank Don for his 16 years of service on the WLGC Board, serving the past thirteen years as our president. Don's love of the game of golf and his love for the White Lake Golf Club has been the hallmark of his tenure. And, although his greatest accomplishment may have been his fiscal responsibility and determination through very difficult economic times, his greatest strength was his humor and his genuine and personal connectivity to all of us. I, greatly appreciate, the fact that Don will continue to share his knowledge and skills, as he remains a member of the Board. Thank you, Don, for serving our club so well.

As a Board, we continually work and plan to meet the needs of our members, while ensuring the financial success of our club. As an example of this, we are putting together a "trial seasonal cart fee" to offer to the membership. (Please see the offer in the enclosure included with the invoice.)

Commencing at our May meeting, the Board of Directors will begin a formal Strategic Planning Process that will include developing a Mission Statement and a Vision Statement. We look forward to membership dialogue through this process. The strategic planning process will enable us to follow our established baseline goals and give us a living and vibrant document on which to base decisions as our club moves forward in the years to come.

With regard to the upcoming golfing season at WLGC, there is much to be excited about. As you already know from a previous correspondence, we are beginning to construct the "White Lake Golf Club Practice Facility, In Loving Memory of Evan McCombs (1984-2003)." We are extremely grateful to Rick McCombs and his wife, Katrina Veerhusen, and their daughter, Claire, for presenting such a significant gift and for choosing our golf club for this special memorial to Evan. When completed in 2013, this new practice facility will satisfy the practice needs of golfers of all ages and proficiencies, as it will include a 325 yard driving range, practice bunkers, a putting green and chipping greens. Phase two will be completed as funding allows, and will include a pavilion and additional irrigation.

Furthermore, during these past few months, WLGC has dedicated significant time and resources to developing a brand new website ([www.whitelakegolfclub.com](http://www.whitelakegolfclub.com)) that will be interactive for members' ease of doing business, such as making tee times, signing up for events, paying for the events (online), and recording scores for handicap purposes. Included in our annual dues this year will be a GAM (Golf Association of Michigan) Membership. Having all WLGC members as GAM members will enable us to have a handicapping platform that will comply with GAM/USGA standards. Through our new website, members will be able to post scores remotely via their personal computers, smart phones, or in the clubhouse with a user ID and password.

Our new WLGC website will also feature a calendar of events for men, women and juniors. Members may click on an event to register individuals and/or team members. There will also be a member directory, WLGC news column, and a photo gallery. WLGC members will have a "log in" prompt for certain access, such as the member directory, and for making a tee time. The WLGC website will include membership information/fees/dues, a section on improving your game, club history, community partnerships, event results, past men and women club champions, dress code, and employment opportunities. The website is scheduled to be launched online beginning January 1, 2012.

Lastly, we are just four years away from celebrating WLGC's 100th Year Anniversary! This celebration will be a great opportunity to enhance our golf culture and celebrate our WLGC tradition. A special historical committee is being established, which will create a new document of WLGC records and milestones that will be published and available to our membership.

The next four years should also provide opportunities to continue to grow our membership in lieu of this celebration. Membership growth remains a key goal for all of us, and we can attract new members through personal contact, relating the excitement that our club offers. Green Cards (\$100 for green fees/carts) and Gold Cards (\$100 pro shop merchandise) will continue to be awarded to new members and their sponsors.

The WLGC Board of Directors has enclosed two WLGC car window stickers for you to enjoy by displaying them on your automobiles...these are the good old days!!

Best wishes to you all for a very happy 2012! See you on the course!

Sincerely,

*Frank Lundell, Jr.*

Frank Lundell, Jr.

President-White Lake Golf Club

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