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## Whistle Bear Golf Club Membership Information

To All Current and Future Members,

As the 2011 season winds down and we prepare for the fall, we would like to thank you, our members for a great summer! Your continued support of the club is greatly appreciated.

Many changes have taken place this year that have been very positive for our club, including:

- **New partners in the facility.** Having The Landmark Group as our new partners will benefit all Whistle Bear members. Their expertise in food and beverage will allow us to take that side of our operation to the next level.
- **The increase of membership.** In a market and economy where golf play is declining and most golf operations are down by 15-20%, Whistle Bear has increased its membership, and experienced growth in all areas of our business. We couldn't have done this without the support of the membership.
- **The addition of the new locker room.** Plus, to help improve the member experience, we are now including lockers, club storage and range for all full members, and providing service at the first tee and post golf.
- **Reciprocal golfing privileges.** Playing privileges are available at other private clubs across the province.
- **Complimentary fitness club memberships.** World Gym memberships are available to all adult members.
- **Members Committee.** Our committee members are stepping up and playing a larger role in providing feedback to club management, assistance in running events and helping with longer term planning.
- **Our junior program.** As Whistle Bear's junior program continues to grow, many of our juniors have won events across the province and internationally. Plus the addition of the junior bursary fund allows our juniors the option to apply for funding from the membership.

However, with change and growth come opportunities and challenges. No one including myself predicted that our membership would grow so quickly. This created a challenge for us of managing the tee sheet. When we speak to members, one thing they would like to see is having more of a free and open tee sheet. In the membership rate package, we have addressed this. Also, we are going to explore having some open times on the tee sheet. We feel that these two changes will allow us to manage the tee sheet better and have the membership gain better access.

The membership package is ready for 2012. If you wish to receive a copy, please log onto our website, fill in the necessary fields on the Membership page, and we will send a package to you.

One of the key changes outlined in the package is the way the membership renewal will take place. Beginning November 1, 2011, we will move to an automatic renewal process. To make this easy for everyone, a \$150 deposit will be taken at that time. For adult Seven Day, Five Day, Couple or Family, and Corporate members paying in full by November 1st, the member will receive four complimentary guest fees to be used the following season. If not taking advantage of the early payment option the balance will be taken April 1st. Payment plan options do exist.

For any member not wishing to renew for the 2012 season, we simply ask that you notify the club in writing on or before November 1, 2011.

The reason for the move to automatic renewal is that we need a good understanding of the membership count before November 1st so we will know how many memberships are available. Also from a budgeting perspective, we can plan and set-up the staffing requirements to match the membership number.

We believe this will help stabilize the membership count, and make sure we don't over sell the memberships as well. Ideally we would like to create a waiting list for entry into the club right away. That way, our current members will benefit from the value of membership.

We will be working on a number of initiatives over the fall and winter months. Watch your email for club news and as always if you have any comments or suggestions, I know my team would be more than happy to hear them.

Best regards,

A handwritten signature in black ink that reads "Brad Duench". The signature is fluid and cursive, with a long horizontal stroke at the end.

Brad Duench  
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**Whistle Bear truly is a club for everyone. Make it yours in 2012.**