



January 15, 2017

Dear Fellow Members,

It is my great pleasure to welcome you all back for the 2017 season at the beautiful Red Deer Golf and Country Club. I would like to thank all of the shareholders and other members who chose to spend their golf budget and time at the Club last year. We know there are lots of choices out there for both and are appreciative of your patronage.

As I embark on this year as President, I would like to thank Phil Avram for his remarkable leadership over the past year. He can always be counted on to bring a fresh and thoughtful perspective to every issue and we are lucky to have him as a continuing Board member. Thanks, too, to the balance of the Board for their enthusiastic and insightful contributions to the governance process.

The Club owes a large debt of gratitude to Don McFarlane and his team of departmental heads; Heath Koch, Ryan Poole, Robyn Amell, and Ken Frame for their efforts to provide a first in class golf experience for our members. In addition to their hard work on the member's behalf they all met or exceeded the Board's expectations for budgetary restraint in a challenging year for the Club in terms of revenue generation.

The 2016 golf year saw us complete the new turf facility which has been a major undertaking for the Board for the last two years. With that project successfully concluded we look to increase our efforts to expand our shareholder and membership rosters. Beginning in 2011 successive Boards have sought to attract new shareholders and members through a number of initiatives. They have introduced the Associate membership and the Member Privilege packages and expanded Intermediate categories. The time payment plan was reinstated and, recently, expanded to a 10 year term. These have met with varying degrees of success and have enabled us to maintain our membership revenues at a relatively constant dollar amount. However, we do need to grow our revenue in this area and we will be focusing on that going forward.

We have recently approved a provision to allow active shareholders to add adult family members as full playing members and, in the next year, we will carefully examine our shareholder initiation fee structure with a view to doing whatever we can to expand our shareholder base and encourage inactive shareholders to once again join our community.

The Board looks forward to meeting you once again at the golf club for the 2017 season. We, along with the staff, are committed to providing the best golf and club experience possible. We ask that you help us all by spreading the word to your families, friends and business associates that the Red Deer Golf and Country Club is open for business and anxious to meet their golf needs as well. Don would be more than happy to discuss all the membership and financing options with you or anyone you might refer to the Club.

On a personal note, please feel free to approach me at the golf course or via email or phone with any concerns, suggestions or kudos.

Cheers and good golfing,

Lynn Booth
RDGCC President