



Dear Members,

As mentioned in the recent Membership Marketing Committee report to shareholders your Board of Governors has committed to a renewed effort to connect with our shareholders, both active and non-active, in a meaningful and consistent way. It is our belief that the first step in this process is to make sure that the current shareholder benefits are communicated to and understood by all our shareholders.

Over the past number of years, beginning in 2010 your Board has tried to address the need to attract new shareholders and to re-engage existing shareholders who are not exercising their ability to join as active members of the Club. The resulting changes to membership categories and benefits have been numerous and as a result we would like to summarize them here;

- For new shareholders, the Time Payment Plan was reintroduced and extended to a maximum of 10 years. In addition the interest charged has been reduced to zero.
- Shareholders 75 years of age and older who are active members of the Club are eligible to sell their share and continue to play at the shareholder rate. There is no requirement to play continuously after the sale in order to take advantage of this opportunity.
- A discount of \$500.00 is afforded to spouses of shareholders who elect to play in the restricted spousal or restricted senior category.
- Associate memberships were introduced for those ages 19 – 35. This category, to assist this age group to become a shareholder, offers the member the opportunity to play at a slight premium (currently \$100.00) over the shareholder rate and, upon purchasing a share, to receive a discount of 5% of the transfer and initiation fee costs for each year of play to a maximum of 50%.
- Intermediate memberships were expanded to include those ages 19-30 as of March 15 in the year of joining. Intermediates ages 19-25 have the option to play as a Restricted Intermediate at a reduced cost.
- Intermediates and Juniors who are children of shareholders receive a discount on their membership fee.
- Active shareholders are able to introduce their parents, their adult children and their spouses as members of the club at the shareholder rate of the category for which they apply.
- Adult members are able to acquire a Member Privilege Pack for spouses, children or parents. Intended for those who wish to try the Red Deer Golf Course experience before becoming a full member this category offers the opportunity to play a limited number of rounds but allows the member some booking and clubhouse privileges. They are not, however, limited to new members.
- Non-shareholder members who become a shareholder have the ability to apply the premium that they paid over the shareholder rate in the year immediately preceding the year of purchase to the cost of the share transfer and initiation fees.

We hope that this summary will give you a fuller understanding of the benefits of being a shareholder in the Red Deer Golf and Country Club and the many options available for you to introduce other members of your family to the Club at rates that we believe are reflective of the quality of our golf course and the experience enjoyed by our members. If you are currently an active member, we thank you for your support and encourage you to share these benefits with any golfing acquaintances you think may be potential shareholder. If you are currently not an active member and any of these options appeal to you or address a concern that you may have had in the past which caused you to discontinue your membership please contact our General Manager Don McFarlane who is always happy to explain the various options and answer any questions you may have.

Respectfully,

Lynn Booth
Red Deer Golf and Country Club Past President