



January 15, 2018

Dear Fellow Members,

It is my honour and privilege to welcome you back for the 2018 golf season! I would like to thank you all for your loyalty and patronage over the years. As a Board, we recognize that you have options and greatly appreciate your choice to spend your time with us.

As I assume the role of Club President this year, I would be remiss in not recognizing the incredible commitment and effort of my predecessor, Lynn Booth. Thank you to him and our entire Board for your contributions.

We are busy preparing to hire a new Head Professional and will be evaluating all options to improve member service while being fiscally responsible. We are excited for this change and look forward to the new ideas and fresh enthusiasm this individual will bring.

The Club has had its' financial challenges over the past two seasons, which is why we are looking to improve our value proposition and be creative in our marketing efforts. We need your help though. There is a strong chance our golf shop will be Club-owned next season. Our food and beverage department is on the rise in terms of profitability and quality. Whenever possible, please consider the Club as your first option for merchandise and dining. Further, if you have decided to no longer patronage the food and beverage or golf shop areas, please give them another chance, as this is your Club and the level of your involvement directly affects the health of the operation.

Becoming a shareholder is easier than ever with our 10 year time payment plan, shares available for purchase and a current promotion to join as a non-shareholder at a discounted rate (with a great discount built-in when paying the transfer fee next season). We are also looking to increase the number of Junior members joining the Club and have reduced pricing in all Junior categories. Please have any prospective members, shareholders and juniors reach out to our Executive Professional, Don McFarlane for a complete information package on options available.

The Board and Staff look forward to welcoming you to the 2018 season and myself and the other Board members welcome your comments, suggestions and feedback, as we all work to make the Red Deer Golf & CC the very best that it can be. I can be reached via phone or email at [dsteinke@bflcanada.ca](mailto:dsteinke@bflcanada.ca)

Best regards,

A handwritten signature in blue ink, appearing to read "D. Steinke", is written over the "Best regards," text.

**Darrin Steinke**  
*Red Deer Golf & CC President*