

**Introduce Rick Vesci – New On-site Director of Sales
David Hunter to Deliver – “State of Montesororo”**

1) Where we were and where we are now

- Nationally ranked golf course
- Beautiful landscaped front entrance
- Extensive Programming throughout the entire club from unique Social Events, Golf and Naturalist Programs
- Value added Services...Concierge, General Store, Free Guest Days, Dry-cleaning Service, Catering
- Standards of Service, Quality of Staff
- Borrego Ranch -Access to their Programs
- Continue to Enhance and change programs based on our member's needs

2) Goals

- Increase usage
- Create awareness and exposure
- Increase our revenue base
- Use Hotel to accomplish points 1,2,3

3) Private versus Non-Private

- Unaccompanied guest play- standards of other clubs (example Cyprus Club)
- Rounds of Golf
 - National average on 18 hole facility 6 month season...24,000
 - 81% Member Rounds...19,444
 - Montesororo Total Rounds...4,683
 - 76% Montesororo Member Rounds...3,550
 - Guest Rounds @ Montesororo...1,133
 - Operating Annual Budget - \$3.2 million net loss
- Protecting the membership and their investment
- All private clubs are being Proactive and changing their current membership guidelines in order to stay afloat. (Example: Mission Hills, Tradition)

Introduce Beth Hunter to Deliver - Strategic Plan to Thrive for 2009

Montesoro Golf and Social Club

Strategic Plan to Thrive in 2009

1. Continue to Craft a Club Environment that Enhances your Quality of Life through Participation
 - a. We want you to find Happiness, Joy and Laughter
 - i. Sit at a table with Steve Conway
 - ii. Attend Cathy's Happy Hours, Special Event Parties
 - b. We want Old and New Friendships to Prosper through Common interests
 - i. Golf Associations / Men's & Ladies Days
 - ii. Mahjong Group
 - iii. Naturalist Activities / Pet Park
 - iv. Group classes at Borrego Ranch
 - c. We want your club to be a "Safe Haven" from outside pressures especially in these days of economic trials.
 - i. Our location in itself gives freedom to "live under a rock"
 - ii. More important - Sense of Family once you are in the clubhouse – let worries slip away for the time you are here and just ENJOY BEING!
2. Improve Communication
 - a. Sales/Development Updates Quarterly
 - i. Include current promotions
 - ii. Marketing Efforts and Results
 - b. Implement Opportunity Roundtable *** email with times/dates coming
 - i. Volunteer your thoughts and Suggestions
 - ii. Gather advice from those that have "been there done that"
 - iii. Open conversational format twice monthly
3. Spend Your Dues Dollar Wisely
 - a. We have revised our operating budget
 - b. We have made Smart Choices
 - c. We are getting lean without compromising service levels
 - i. Back of the house operational changes
 - ii. Minimize expenses during non peak usage times
4. Ask for a Commitment of Support
 - a. From Developer
 - i. Lupert/Adler is in for long term.
 - ii. Solvency – no debt to refinance
 - b. From Staff
 - i. Executive staff is committed to the project through thick and thin
 - ii. Line staff – cream of the crop are here dedicated to deliver the best service to you.

- c. From Members
 - i. Dues and Usage Support – Thank You!
 - ii. Positive Word of Mouth in the club and outside of club
 - iii. Sense of Ownership

- 5. Build our Market Share through Grassroots Membership Recruitment
 - DUES DOLLAR KEY TO CLUB FINANCIAL SUCCESS –
 - a. Membership Plan Offerings – if you have someone who wants to join... I will find away to get them in!
 - i. Social and Golf
 - ii. Non Resident & Residents not yet members.
 - iii. Recallable – First In Last Out
 - iv. 3 year deferred initiation
 - b. Membership Referral Program
 - i. Dues Credit for every member you bring in
 - ii. More members lessens the dues burden for current members.
 - iii. Improves cash flow for developer allowing us to continue to operate at our current high level of service.

**We need to expand our membership. We are all in this together...
As a team we can make it happen!**

**David Hunter – Closing, DVD's & Membership Plan information
available for pick up at the front desk as you leave.**