



October 28, 2019

RE: Activity Level Indicator (ALI)

To Whom It May Concern,

Our Club contracted with Activity Level Indicator in the fall of 2018; after our GM had heard about the product, ALI, from other club managers and some research. Our goal was to find a way to provide more detailed data to our committees and staff regarding member usage of our facilities and programs at our club.

Milbrook is a family oriented private club – 9-hole golf course, year-round racquet programs, seasonal aquatic programs and full-service restaurant & catering facilities with multiple venues. In our area, lower Fairfield County (and Westchester County), there are more than 30 similar clubs that compete for members in our vibrant, affluent community. Maintaining a strong membership is vital to the club's finances, and information that contributes to our ability to understand and predict trends – both positive and negative – are essential to our success.

The Activity Level Indicator statistics we receive monthly from CGM have greatly increased our ability to interact with our membership through review of current usage data, as compared to the past 5 years. We now can see which members are fully invested in our club, but, more importantly, we know who is not using the club and can find out why through personal contact, hoping to find ways to reinvigorate their commitment.

Maybe the best part of working with the ALI team to date has been the back-forth to create customized reports for us – we started with the Activity Level Indicator core reports, and over the last few months (and thanks to ALI President/CEO Tom Coburn's flexibility and ideas), we have created additional reports that are designed specifically for Milbrook, and all have complete flexibility for staff or members to massage/sort the data to best fit their needs.

As with all new technology, we are still learning how much ALI can assist Milbrook, but the positive results to date, and the commitment of the ALI staff to our success, bodes well for our continued and increased partnership. I would highly recommend ALI to any club or other membership usage-based organization, and know they can, and will, provide benefits if given a chance.

Best Regards,

Jim Morlock, Controller