



To Whom It May Concern,

Having been blessed to be in the private club industry for over 30 years, it is rare that I have seen a product or service come along that changes our game. The ALI is just such a product. I have been working with A.L.I. since the initial beta testing and the information provided has dramatically improved how we attract and retain members.

Just since we started using the product at Overlake Golf & Country Club, our membership price increased from \$36,000 up to \$100,000 and our attrition rate dropped from 11% down to 4%. Specifically, we use the metrics to identify our most engaged and least engaged members and work with that data to address the needs and satisfaction of both segments. Being able to identify member patterns and trends on a monthly basis is now a fully integrated part of our business model and I can't imagine being committed to success in the club industry without the data one needs to address member usage and engagement at their club.

Now at Sahalee Country Club, my Board holds me to a very high standard of data and information integrity. The ROI calculations for any new endeavor and the modest cost of implementing A.L.I. is a no-brainer and pays for itself many times over every month.

Congratulations to Tom Coburn, PGA, President/CEO of A.L.I., for bringing this tool to market and I hope that my fellow club executives adopt A.L.I. to improve their member engagement and lower their attrition rates. The aggregate tide of member satisfaction floats all of our club boats.

Sincerely,

A handwritten signature in black ink that reads "Marcus King". The signature is written in a cursive, flowing style.

Marcus King, PGA, CCM, CCE
General Manager
Sahalee Country Club