



To Whom It May Concern,

Membership retention is a crucial aspect of every club's operation. Our club was having a difficult time developing a retention strategy that was accurate, effective, and easy to implement when identifying members who were at risk. Traditional usage reports that focused solely on spending activity and other reports were very inaccurate in relation to actual club usage and trends by a member. We wasted time and energy trying to determine which members were drifting away from the club and which members we should focus our energy toward to reengage them with the club.

We have been using the Activity Level Indicator program (ALI) with great success. The reports are generated automatically each month and developed using an algorithm from our back-office accounting system, dining reservation, tee times and other trackable member information. The reports are easily used to target members whose activity at the club is in decline. Reports are also generated for new members to make sure that they are successfully integrating into the club.

The ALI team has been easy to work with to get the reports tailored to our club. We are particularly interested in member golf activity to help identify members whose golf activity has declined. They were more than willing to help tailor a report for us.

Membership retention should be on the forefront of every club's membership strategy. ALI has become the cornerstone of our retention efforts and has greatly helped our staff identify members who are at risk of disengaging from the club. We predict that our retention rates will improve greatly by utilizing ALI.

Sincerely,

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