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Dear Tom,

I wanted to drop you a brief note to congratulate you on your Activity Level Indicator (ALI) software. The private club industry has been desperately searching for data driven information to influence the rise in membership attrition nationwide. And, you created a formula that identifies the trending patterns of private club members.

Membership attrition is a concept that is easy to discuss and understand but very difficult to find solutions that will be effective in making an impact in lowering the number of members who leave private clubs through the "we just don't use the club enough" excuse.

Your ALI software brilliantly identifies **subtle** trends in membership usage at private clubs. I emphasize subtle because it is critical to identify usage patterns of private club members so as to be able to work to re-engage the members back to using the club.

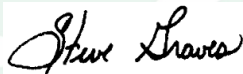
It has been proven that when members begin to slowly trend away from their club that the next consequence is commonly the consideration of resigning from the club. Logic tends to overcome emotion and members begin to make calculations about how much they are using the club versus how much they are paying in dues. Once this downward slide picks up speed it is imperative to identify the trend and do everything possible to get a private club member re-engaged with their club.

Many of our private club clients have enjoyed considerable success in lowering their annual attrition rates because your ALI software identified negative usage trends for which the club was able to take actions that influenced the members back to using the club again.

Congratulations on creating this impressive and effective software. All private clubs should consider using your ALI software. It pays for itself with having just one member stay at the club and not resign.

Creative Golf Marketing is a big fan of your software and will happily speak to any private clubs that are considering this valuable investment in your software and lowering their membership attrition.

Sincerely,



Steve Graves, President
Creative Golf Marketing