

MEMBER APPRECIATION EVENT

HOW IT WORKS

HANDBOOK

TABLE OF CONTENTS

PAGE	TOPIC
2	WELCOME LETTER
3	OVERVIEW and INVESTMENT Options
4	A Few Comments about the Book, <i>How To Say, "I Just Shot MY BEST SCORE EVER!"</i>
5	Would you like to get a Sponsor involved?
6	Comments from former Sponsors
7	Barry's connections to the golf world
8	Barry's brief non-golf bio
9	Testimonials from some happy Clients
12	A partial Client List
13	We can help design your invitations
14	What's Next? and Contact Information

HOW TO SAY... "I JUST SHOT
MY BEST SCORE EVER!"

DEAR CLUB EXECUTIVE

Thank you so much for inquiring about the possibility of Barry Spilchuk coming to entertain and inspire your esteemed and cherished Members with tales from our new book:

How to Say... "I Just Shot MY BEST SCORE EVER!"

As you know, in this day and age, our main jobs as Executives are to: Keep the Members Happy, Boost the Bottom Line and Increase Shareholder Value. (Where applicable)

As a Senior Executive of your Golf Club, I know you are fully aware that delighting and rewarding your Members is paramount in keeping them happy, and devoted to your Club.

Giving them fresh and uplifting experiences will keep them loyal to you and your Club. The more they feel like a valued and treasured Member of your community - the more likely it is they'll be Members for life!

There's a good chance that you may have a question or two about logistics and the investment involved to bring Barry in to celebrate your Members. To that end we have created this HOW IT WORKS HANDBOOK.

Some people want a quick overview and others want to know every intimate detail. Obviously, feel free to peruse as much as you want in the attached Handbook. If you have any questions, feel free to contact Barry directly.

We look forward to answering all of your questions and ultimately serving your treasured Members. We want each and every one of your Members to walk off the 18th green and say,
"I just shot MY BEST SCORE EVER!"

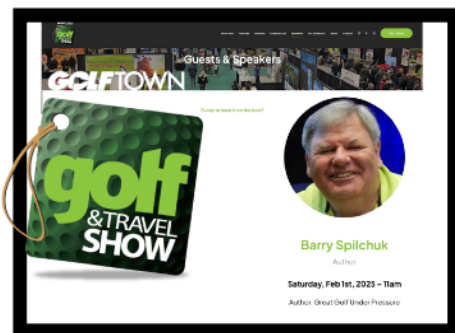
And they'll have YOU to thank for it!

With honour and respect,

Barry

Barry Spilchuk

Barry@WeLoveOurMembers.com



MEMBER APPRECIATION EVENT

OVERVIEW and TWO OPTIONS

OPTION 1 - LIVE AT YOUR CLUB

Number of Members: **Unlimited**

Duration of the Event: **Due to varying facility sizes and ensuring all your Members have an opportunity to participate and learn you have two choices:**

CHOICE A: ONE 2-Hour Workshop

CHOICE B: TWO 90-Minute Workshops

(Same content for both workshops)

**Every Member will receive:
A Physical copy of Barry's Book:**



How to Say...

**"I Just Shot,
MY BEST
SCORE EVER!"**

Paperback Edition



Barry will stay around for an in-person Q&A

**Total Investment Includes:
Up to 500 Books and travel costs**

\$15,000.00

Additional books can be purchased at \$15 / copy

Please see page 5 if you'd like to consider getting a SPONSOR involved.

OPTION 2 - LIVE OVER ZOOM

Number of Members: **Unlimited**

Duration of the Event:

ONE ZOOM Workshop

90-minutes

**Every Member will receive:
A Digital copy of Barry's Book:**



How to Say...

**"I Just Shot,
MY BEST
SCORE EVER!"**

DIGITAL Edition

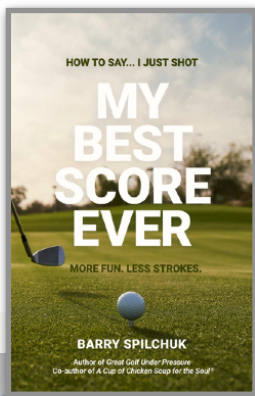


Barry will stay on ZOOM for Q&A

**Total Investment Includes:
Unlimited Digital Books and a
copy of the ZOOM Recording**

\$5,000.00

Please see page 5 if you'd like to consider getting a SPONSOR involved.



HERE'S A FEW COMMENTS ABOUT THE NEW BOOK

How To Say... "I Just Shot MY BEST SCORE EVER!"



~ JOANNE FOREMAN ~

**U.S. Women's Amateur Champion
LPGA PLAYER (Retired)
2024 - Top 50 - LPGA Best Teachers**

Throughout my career, I have had the unique privilege of working with and learning from the best swing coaches and mental-game experts in golf, and Barry has creatively communicated those core performance principles in simple, unique, player-friendly ways that are both easy to remember and easy to use on the course.

If you are a golfer who wants to learn how to successfully manage the pressure of hitting that great drive on the 18th hole, deal with your golf 'nemesis' or close out a match by sinking a crucial putt, this book is for you!

(EXCERPT FROM THE FOREWORD TO THE BOOK)



~ E. MARK LANDRY ~

**CFO - UNILEVER (Retired)
CEO - PHOENIX BRANDS (Retired)**

I love how Barry deals with the topic of owning the fact that - I indeed can play this game!

How often do you have a number of great holes, and while you're walking down the fairway you suddenly have the thought, 'I'm not this good?'

Inevitably, your game falls off!

Now, thanks to the ideas in Barry's book, when I have those moments of questionable confidence I say, **"Today I Am That Good!"** It works!



~ JOSEPH SCHNURR ~
RP, M.ED, B.ED, BA

I really appreciate how Barry uses personal anecdotes and real-life stories from the pros to illustrate the simple points of how mindset is so pivotal in the game of golf.

I particularly enjoyed the tips on how to successfully deal with "THAT GUY!" - The guy who is always trying to get under your skin and throw you off your game... whether he/she is aware of it or not.

Barry's solution is universal and true - sometimes all one can do is pray or at least, wish them well, in order to achieve the ultimate goal in golf - enjoying the game and the company you're with!



WOULD YOU LIKE TO GET A SPONSOR INVOLVED IN YOUR MEMBER APPRECIATION EVENT?



HOW WOULD YOU INVITE A SPONSOR? HERE'S ONE WAY TO ASK...

Dear Club Executive - it's Barry. Allow me to ask a pointed business question...

When I say, "Who do you know in your Membership base that likes to entertain their clients and impress them with unique, first-class experiences?"

I'm guessing that one or two Members' names popped into your mind.

You can simply approach them and say, "Hey, Jane," or "Hey, John, we have an opportunity to bring in a New York Times best-selling author who is also a world-renowned speaker to address all of our Members. The total investment is only \$15,000.

If you and your company are willing to underwrite the event, Barry will stay another day and do a Special Private Session for you, your company and your elite-level clients - at no extra charge!

Imagine giving your clients and staff this special experience as well as being remembered by our entire Club as the one who sponsored the event. Is that something you may want to be a part of?"

PLEASE REMEMBER...

Every person at the original Members Appreciation Event will receive a complementary copy of Barry's new book: *How To Say... "I Just Shot MY BEST SCORE EVER!"*



For a small additional charge (\$500.00) we can print Gold Foil, Silver Foil or Clear stickers that acknowledge your Club's name or your Sponsor's name on the front, back or inside cover of the book.

Complements of:

**OUR AMAZING GOLF
and COUNTRY CLUB**

Complements of:

**Jane and John Smith
THE ABC COMPANY**



HERE'S A FEW COMMENTS FROM OTHERS WHO HAVE SPONSORED BARRY



We were happy to sponsor Barry's speaking and travel fees when he came to Saskatchewan. He was booked to address the annual fundraiser for a local charity.

At a Private, invitation-only brunch, Barry designed a personal message for our High-End Clients and they were extremely appreciative that they had a chance to share such an intimate session that was created specifically for them and their needs.

Barry's storytelling abilities brought joy, laughter and a few tears as he evoked the memories of some of the members of our community who had blessed us with their service and sacrifices.



Wealth Management
Dominion Securities
MISSISSAUGA, ONTARIO



We brought Barry in to inspire and entertain our Elite-Level Investment Clients.

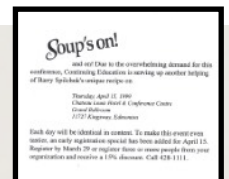
We followed Barry's advice and sent out invitations that had Barry's Chicken Soup book printed on the cover. We sold out the event in two weeks and called Barry to see if he would put on a second show.

Both shows sold out and our Clients thanked us for a truly valuable experience that had absolutely nothing to do with investing.

They thanked us for caring about their personal well-being as well as their money.



EDMONTON PUBLIC SCHOOLS
ALBERTA, CANADA



We brought Barry in as a 'Thank You' to our team for our Support Staff Appreciation Day.

Our original plan was to have one presentation of about 400 people.

The response was absolutely overwhelming and we asked Barry to deliver a second serving of his special soup recipe!

The Invitation Strategy was unique and the presentations by Barry most certainly left a good taste in our mouths!



BARRY'S CONNECTION TO THE GOLF WORLD

**Barry's international level of recognition will appeal to your Members
and honour the status that they have come to expect.**

**Barry was honoured to appear on -
The Golf Channel**



VINCE CELLINI - Interviewed Barry for The Golf Channel



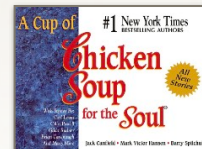
KELLY TIGHLMAN - Presented Barry with a crystal vase
for his flight prize in The Golf Channel Viewers Cup



*What a blessing it was to set out to play the top courses
in the country! Now that my two cancer scares are
over... I'd love to continue the tour someday!*

~ Barry Spilchuk ~

**Due to the success of Barry's New York
Times, USA TODAY, Best-Selling book**



**Barry was invited to play as a celebrity
in the John Daly Celebrity Pro-Am
THE WEST COAST CLASSIC**



**HERE ARE JUST A FEW NAMES
OF THE GOLFERS INVITED TO PLAY
IN THE CELEBRITY CLASSIC**

Joe Pesci	Lawrence Taylor
Tommy Lasorda	Darius Rucker
Billy Mayfair	Pat Perez
Rick Sutcliffe	Tommy Thayer
Bill Lambier	Tom Dreesen
Troy Glaus	Marshall Faulk
John Daly	Barry Spilchuk



*It was an honour to experience what the power of name
recognition can do to raise money for worthy causes.*

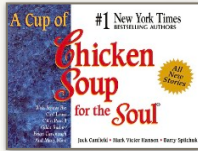
~ Barry Spilchuk ~

BARRY'S NON-GOLF BIO

Barry's world-wide association with excellence will appeal to your Members and speak to the level of distinction that they deserve.



Due to the success of Barry's New York Times, USA TODAY Best-Selling book

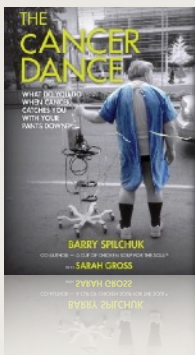


Barry was invited to be the closing speaker at the prestigious 4-day, World Volunteer Conference! 2,700 people from 93 countries. This gathering is deemed to be the United Nations for Volunteers.



After 9/11 - in February 2002, President Bush was about to send the troops off to war. Even though Barry is Canadian, he was asked to be a part of a national TV documentary that, through the USO, honoured the Troops and their families...

What to Say Before You Say, 'Good Bye.'



Barry is a two-time cancer survivor, once from stage-4 non-Hodgkins lymphoma in 2009. In 2016 he was blessed to recover from advanced prostate cancer.

In 2025 he'll be releasing a new book:

GREAT GOLF AFTER cANCER!

HERE ARE JUST A FEW WONDERFUL PEOPLE WITH WHOM BARRY HAS SHARED THE STAGE:



~ HELEN LIEBERMAN ~

A Jewish woman who posed as a Catholic Nun to help the children of Apartheid



~ DR. PHIL ~

Famous for his TV Show and numerous best-sellers



~ LISA NICHOLS ~

From a single Mom on food stamps, Lisa has risen to be one of the top speakers in the world. She honours Barry for all of his help!



~ JACK CANFIELD ~

Founder of the Chicken Soup for the Soul series and Creator of The Success Principles.



~ PRINCESS
ZAHRA AGA KHAN ~
Aga Khan Foundation



~ LES BROWN ~
International Celebrity
Speaker and Change Agent

Barry has also shared the stage with:
A Prime Minister of Canada, John Gray
(from Mars and Venus) and so many others.

HERE'S A FEW TESTIMONIAL LETTERS FROM OTHERS WHO HAVE BOOKED BARRY



BDO Dunwoody
Chartered Accountants

Royal Bank Plaza
P.O. Box 32
Toronto Ontario Canada M5J 2J8
Telephone: (416) 865-0200
Telefax: (416) 865-0887

Mr. Barry Spilchuk
Barry Spilchuk Success Workshops
P.O. Box 21088
North Bay, Ontario
P1B 9N8

Dear Barry:

On behalf of the Conference Program Committee, I would like to express our appreciation for the hugely successful session, "Selling the Seller", you presented to the Partners and staff of BDO Dunwoody's Toronto region earlier this month at our annual Conference.

As summarized in the comments below, our participants were extremely impressed with your presentation. I have to admit myself that your attitude throughout the entire event certainly added to the success of this session.

"inspirational"
"he was not only a great speaker but also very motivational"
"if you could book him again for next year, I would love to hear him speak again"
"excellent presentation style - humorous and engaging"
"excellent presenter who set the tone for the meeting"
"superb"
"I could listen to Barry again - left you feeling optimistic - encouraging to have self-worth reaffirmed"
"very entertaining"
"very powerful speaker"
"super presenter - would recommend him to others"
"we could have had this session last all day"
"best yet"
"excellent and timely information was shared - it was unfortunate the session was only a half day"

Barry, we look forward to "working" with you again. In the meantime, you can be rest assured that BDO will be spreading the word about your extraordinary wit, insight and wisdom. Thank you!

Sincerely yours,

BDO DUNWOODY

Tracy Hudson
Human Resources Specialist
/th
Encl.

HERE'S A FEW TESTIMONIAL LETTERS FROM OTHERS WHO HAVE BOOKED BARRY



Ontario
Provincial
Police

Police
provinciale
de l'Ontario



North East Region Headquarters
Quartier général de la région du Nord-Est

875 Gormanville Road
North Bay ON P1B 8G3

875 rue Gormanville
North Bay ON P1B 8G3

Tel: (705) 475-2600

Fax: (705) 475-2697

File Reference:

Mr. Barry Spilchuk
250 Heath Street West, Suite 404
Toronto
Ontario, Canada
M3P 3L4

Re: OPP North East Region Supervisors/Administrative Conference

Barry

I am drafting this letter to acknowledge you for your attendance as a key note speaker at our conference on the 4th of June this week. As you are aware we had nearly 200 attendees at this conference/training session.

One of the key themes of our conference was "Employee Wellness". Your presentation to us was extremely well received and I have received a tremendous amount of positive feedback from the session.

You managed to weave humour in with very tangible coping mechanisms to deal with personal and health crisis's. I believe the SALAD acronym will be remembered by all, especially the last two letters of how vital it is to "Ask" for help and "Do" something. As you are aware Police Agencies have gained increasing awareness of members that are struggling with OSI (Occupational Stress Injuries). The importance for our members to promptly Ask for help and Do something to address their issues is extremely important.

Your overview of your new book "THE CANCER DANCE" was also very good as everyone has been touched in one way or another by this terrible disease.

Please accept my sincere thanks for attending our conference and assisting us.

J.J. (Jim) Szarka
Superintendent #6315
Director of Support
North East Region

HERE'S A FEW TESTIMONIAL LETTERS FROM OTHERS WHO HAVE BOOKED BARRY



ALBERTA
COMMUNITY DEVELOPMENT

Office of the Minister

Mr. Barry Spilchuk
Barry Spilchuk Success Workshops
P.O. Box 21088
North Bay, Ontario
P1B 9N8

Dear Mr. Spilchuk,

On behalf of the 2714 delegates and the Wild Rose Foundation I would like to personally thank you for your extraordinary keynote presentation at the International Association for Volunteer Effort (IAVE '98) World Volunteer Conference. The words you shared with those present will surely ring loud as delegates return to their volunteer work and incorporate the ideas shared and learned at IAVE '98.

I hope that you enjoyed your week in Edmonton and were able to meet new friends and learn something new yourself that will help your work and keep the memories of IAVE '98 fresh in your mind.

*I enjoyed your
presentation, I know
the delegates all took
something special away
with them as I did.*

Sincerely,

Shirley McClellan
Minister

HERE IS A BRIEF CLIENT LIST OF OTHERS WHO HAVE BOOKED BARRY



CORPORATE CLIENTS

Listed Alphabetically

BDO

Blake, Cassels, Graydon Barristers

CIBC

Crawford and Company

GE Multilin

Goodyear Canada

Guardian Drugs / IDA

Henry Ford Museum

Homelife Real Estate

IW Wealth Management (Investors Group)

Nipissing Band of Ojibways

Ontario Hydro Nuclear

Proctor & Gamble

RBC Wealth Management

Royal Bank of Canada

Trans Canada Pipelines

Victorian Order of Nurses

ASSOCIATIONS AND GOVERNMENT

Listed Alphabetically

Alberta Home Builders Association

Alberta Motor Dealers Association

Association of Community Living

Economic Development Canada

Life Underwriters Association

London Home Builders Association

Munson Medical Cancer Center

N.E. Ontario Funeral Directors

Ontario Property Standards Association

O.P.P. - Ontario Provincial Police

Rotary International

(Rotary presented Barry with the coveted and prestigious - Paul Harris Fellowship)

Saskatchewan Teachers Federation

University of Pennsylvania Medical Center

Veterans Affairs Canada

Wild Rose Foundation - Alberta

YMCA

Just in case you are wondering...

WE CAN HELP DESIGN YOUR INVITATIONS!

**We can send you a template for the invitations that you'll be sending out...
OR... You can design your own if you wish.**

SAMPLE

1-Page PDF Invitation
8-1/2 X 11

You Are Cordially INVITED to Our
MEMBERS APPRECIATION EVENT
HOW TO SAY... "I JUST SHOT MY BEST SCORE EVER!"

DATE: _____ TIME: _____ COST: **FREE**

Receive a Complimentary copy of:

Featuring the Author
BARRY SPILCHUK



HERE ARE JUST SOME OF THE TOPICS WE'LL COVER:

- The **G.O.L.F. FORMULA** to shoot **YOUR BEST SCORE EVER!**
- How to save at least 2-3 strokes per nine!
- How to stay calm in stressful situations so you can **Beat Your Buddies!**
- CONFIDENCE** comes from Your Memories of Success!!
- How to make it nearly impossible to mess up when it matters most!
- Fun moments from: The Golf Channel and The John Daly Pro-Am!

Words from a U.S. Women's Amateur Champion
Barry leads you to simple and effective strategies that will help you identify what to focus on to play your best when it matters most!
Joanne Foreman - LPGA PRO (Retired) - 2024 LPGA Top 50 Instructor

Barry also coauthored 'A Cup of Chicken Soup for the Soul' - And he has been featured on:




**We would be honoured to
work with your design team
to provide them with any
images, logos and copy
you may need.**

SAMPLE

4-Page Fold-over Invitation
5-1/2 X 8-1/2

Meet Our Speaker - Barry Spilchuk





Barry has an overwhelming desire to help people improve three specific things:

- 1) Their Golf Games
- 2) Their Relationships
- 3) Their Businesses

Barry feels blessed to be a two-time cancer survivor - once from stage-4 non-Hodgkins lymphoma and once from advanced prostate cancer. He honours his doctors, nurses, family and friends, and thanks God for his healing.

Barry has shared the stage with: Dr. Phil, Princess Zahra Aga Khan, a Prime Minister of Canada, Helen Lieberman - who helped stop the Apartheid movement, Lisa Nichols, Glenn Cundari - a Top 50 CPGA Teaching Pro, Jack Canfield from Chicken Soup for the Soul and many more.

Barry has been featured on:



Winning the "JLAD JACKET" My first win
With JOHN DALY At his Pro-Am
GOLF CHANNEL VIEWERS CUP Flight Trophy

BACK COVER

You are cordially INVITED
TO OUR
MEMBERS APPRECIATION EVENT
**HOW TO SAY...
I JUST SHOT...BEST SCORE EVER!**

DATE: _____ TIME: _____

Featuring the Author
BARRY SPILCHUK



Barry also coauthored 'A Cup of Chicken Soup for the Soul' - And he has been featured on:




FRONT COVER

MEMBERS APPRECIATION EVENT AGENDA
HOW TO SHOOT... YOUR BEST SCORE EVER!
As One of Our Valued Members
YOU WILL RECEIVE:

- * A complimentary copy of Barry's new book:
HOW TO SAY 'I Just Shot MY BEST SCORE EVER!'
- The Secrets to Beating Your Buddies
- * A 2-hour LIVE seminar where Barry will regale you with stories and insights to invite you to take a fresh look at your game. This will get you closer to walking off the course and saying,
"I just shot... MY BEST SCORE EVER!"
- * A Personal Journal to capture your insights
- * A complimentary Guest Pass for a friend, family member or potential new club member

Words from a former LPGA Tour Player
Barry leads you to simple and effective strategies that will help you identify what to focus on to play your best when it matters most!
*Joanne Foreman - U.S. Women's Amateur Champion
LPGA PRO (Retired) - 2024 LPGA Top 50 Instructor*



INSIDE LEFT

Here's just some of what we'll cover in:
HOW TO SHOOT - YOUR BEST SCORE EVER

- 1 - How to immediately save 2-3 strokes per nine!
- 2 - How to make it nearly impossible to fail - when it matters most!
- 3 - How to be calm in stressful situations
- 4 - How to Deal with "THAT" Guy (Handling your opponent's head games)
- 5 - Fun moments from THE GOLF CHANNEL and the John Daly Pro-Am
- 6 - How to COMMIT when you don't know what to hit
- 7 - Gold Jacket, Green Jacket - My jacket was plaid!
What colour would you like your jacket to be?

Here's what others are saying:

On the 18th hole - I used Barry's CUP lesson - 'Calm Under Pressure' and it helped me win the tournament!
CPGA Club Pro

"Barry, thank you for this session of Mental Game Prep. Can you come back every year?"
Dan Garagan - CPGA Club Professional

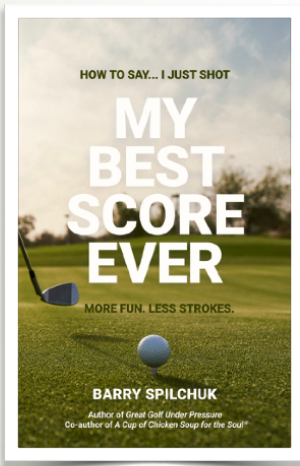
"Barry I can't putt unless I am playing with you. Then I feel like I'm the best putter in the world!"
Dave McLellan - Editor - North Bay Nugget

Barry's lesson about 'Jane's Story' saved my marriage and... cut 4 strokes off my golf score!
Dennis Smith - CEO Crawford and Company

E-book for AMAZON - HOW TO SAY I JUST S...

INSIDE RIGHT

WHAT'S NEXT? AND CONTACT INFORMATION

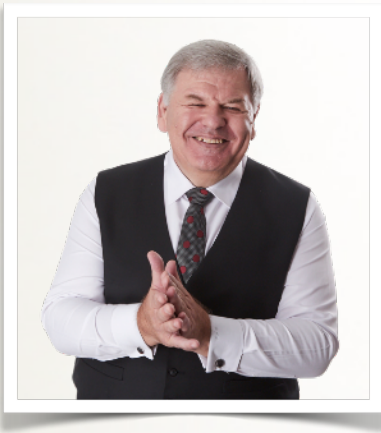


Due to the excitement around the launch of Barry's new book -
How To Say... "I Just Shot MY BEST SCORE EVER!"

And, due to the demands on Barry's time..
He can do only two events per month -
We recommend booking your event as soon as possible.

Feel free to visit our website:

www.WeLoveOurMembers.com



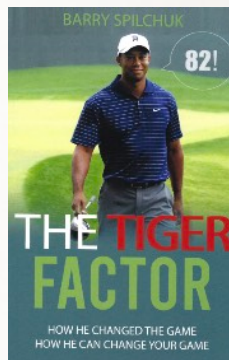
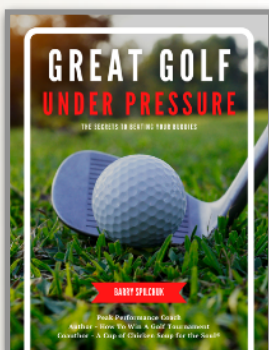
If you'd like to speak with Barry directly
Here is his contact information:

Email: Barry@WeLoveOurMembers.com

Cell/Text: 647-822-2779

Toronto Home Office: 647-350-4733

A QUICK PEEK AT BARRY'S OTHER GOLF BOOKS



END OF PROPOSAL