



## BIG SPRING COUNTRY CLUB

FOUNDED 1926

October 10, 2006

My Fellow Club Managers,

It was just about one year ago that I sat at my monthly Board meeting and listened as our Club President brought forward the idea of using an outside firm, Creative Golf Marketing to assist Big Spring in raising our membership level. As we wrapped-up, several Board members asked for my opinion; I had experience in the matter, having done two membership drives at a prior club. My reply:

“Gentlemen, we are capable of doing a membership drive in house; but not at the level we will experience if we use Creative Golf Marketing”.

Well, after our drive ended this summer, I can truly say that I was right! Our experience in working with Mr. Otto Hartman of Creative Golf Marketing was simply a pleasure. We increased our membership rolls by over 70 new, young and most importantly...active members.

Their marketing plan and materials were most professional in appearance and approach. Creative Golf marketing handled all the printing and personalized every piece of marketing material. We were provided every mailing in advance for proofing and changes were allowed so as to keep everything in line with our branding vision. Very easy for us, until all the applications came rolling in.

No marketing concept is right for everyone, but Creative Golf Marketing's philosophy has worked for Clubs in every tier throughout the country. Prudent management suggests you give them due consideration. As your Club considers its options in these trying times, I would be happy to relate our experience with Creative Golf Marketing to you.

Best regards,

*Neal M. Gilder*

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