



Cavalry Club

PO Box 158
Manlius, NY 13104

Ph: 315.682.7117
www.cavalryclub.org

Dear Sir/Madam;

It is my pleasure to recommend Mr. Steve Graves and Creative Golf Marketing (CGM). This last partnership with CGM was the second time I have worked with Mr. Graves. In 2012 I worked with Mr. Graves when I was the General Manager of Skaneateles Country Club. At that time the club took in 82 new members as a result of the CGM program; thoroughly exceeding my expectations. Fast forward five years. At my new club I decided along with the Board of Directors it was time once again to engage Mr. Graves to unveil his program to our membership. While I was surprised by the 82 new members at Skaneateles Country Club, I was completely "blown away" by the 107 new members at the Cavalry Club. While I was surprised by the results with each club; Mr. Graves was always confident the club would attain those lofty numbers!

We began our program on December 15, 2017. On that evening Mr. Graves came to the club to make his presentation to the members – and yet another surprise, when over 100 members showed up on a cold winter night in Syracuse, NY, to hear what Mr. Graves had to say. Mr. Graves laid out the CGM "Discovery" program in a professional yet entertaining manner. To enable our "snowbirds" to view the presentation we videoed the presentation and posted it on the secure member only side of the club website. Our members in the southern part of the country appreciated that extra touch very much.

I highly recommend CGM and their team to any club looking to add members. Along with Mr. Graves, the support staff at CGM made it easy for the club and is one of the most responsive teams I have ever had the pleasure of working with. I am sure CGM will do a great job for your club as they did for mine-twice!

Sincerely;

James E. Fields, CCM, CCE
General Manager