



## December 2011 President's Message

As I write this it seems like Mother Nature has been especially kind to many diehards (like me) who are intent on squeezing every last round out of each calendar year. Perhaps we should consider extending Club operations throughout November next year. But that's a topic for another time.

We ended the 2011 season with 320 primary members on the rolls. The Board has approved a 2012 budget predicated on membership at 310. While conservative, this budget will still require every member to be a "recruiter" for SCC, since we anticipate the normal attrition of 15-20 members over the winter for the usual reasons (e.g. financial, health, relocations, etc.).

There are several clubs in WNY that have/are experiencing loss of members with the resultant financial problems. Some have resorted to offering "first-year special" prices or other "specials" to try to rebuild their memberships. Fortunately, SCC has not had to be among those. However, the continued recruitment effort of our members is a critical component of maintaining the viability of SCC in this uncertain economy.

In that context, as mentioned in earlier notices, the Board approved new annual dues rates during 2012 for the Junior Executive and Spousal membership categories. These initiatives were taken because we currently only have a total of ten (10) Junior Executive members under the age of 35, and golfing couples produce significant monthly revenue for the Club. It is in the Club's interest to retain and increase membership in both those categories.

In addition, in order to provide members with an incentive for bringing additional revenue to the Club during the 2012 season, the Board will consider for approval two (2) additional Monday events at the club. Any current SCC member who is responsible for bringing one of these events to SCC during 2012 shall be granted a \$1,000 credit to be applied to their 2013 membership dues. In order to qualify, the event must meet the following criteria:

- be sponsored by an entity that has not previously held an event at SCC, **and**
- include golf, carts and a clubhouse meal for a minimum of 100 participants, or as approved by the Board of Directors

This past week our external accountants reviewed our 2011 financial records with Nancy, Tim, Bill Schupp, John Maurer and me. Once again our accountant, Joe Skrobacz, stated that we are doing well as compared to other local private clubs.

Our 2012 budget reflects a \$150 dues increase (plus NYS sales tax) for our primary members only. Capital expenditures will once again be minimal for 2012, and our long term debt burden is projected to decrease by approximately \$124,000.

To all, have a wonderful and healthy holiday season and I look forward to seeing many of you at the annual SCC Christmas party on Friday, December 16<sup>th</sup>.

Bob Coffey