



SPRINGVILLE COUNTRY CLUB

NEW MEMBER RETENTION AND RECRUITMENT INITIATIVES FOR 2012 SEASON

In light of the many challenges presented by the current economy, the SCC Board of Directors has endeavored to continually implement creative initiatives to encourage continued membership and promote opportunities to attract new members. In that context, **three (3) new member retention and recruitment initiatives for the 2012 season** have been approved by the Board, as follows:

- **Reduced Dues and Mortgage Repayment for Junior Executive Members:** The 2012 dues and mortgage repayment for any new member who qualifies for Junior Executive membership status (i.e. must be less than 35 years of age as of April 1, 2012) shall be 60% of the dues and mortgage repayment amounts for an Unrestricted member, plus NYS sales tax. The \$100 monthly clubhouse minimum shall also apply to this category of membership. As long as the Junior Executive Member remains a member in good standing, the discounted rate shall apply for three (3) consecutive seasons or until the Junior Executive Member turns 35 years of age before the start of any season, whichever comes sooner.

Current SCC members in good standing who qualify for Junior Executive membership status as of April 1, 2012 shall also be eligible for the reduced rate under the same terms.

- **Reduced Dues for Spousal Members:** The dues for a Spousal member will be reduced from the \$1,135 during the 2011 season to \$1,000 for the 2012 season.
- **\$250 Clubhouse Credit for Sponsoring a New Unrestricted Golfing Member:** Any current SCC member who sponsors a new Unrestricted golfing member (not including new Junior Executive members, or new Spousal members) shall receive a \$250 clubhouse credit for each new member sponsored and approved for membership not later than June 1, 2012. This is in addition to the six (6) free guest passes given for sponsoring a new member.

This is your Club. We hope you take every opportunity to encourage family, friends and anyone interested in golf to consider joining. New members not only add to the vitality of our Club, but also help preserve Springville Country Club as the best dollar-for-dollar private golf experience in Western New York.

PLEASE GET THE WORD OUT ABOUT THE NEW RECRUITMENT INITIATIVES OUTLINED ABOVE!! Sponsor a new member **today** for the 2012 season! Help yourself and your Club! New member packets are available from Tim Pike or Nancy Krebs.