

SPECIAL MAILING TO MEMBERSHIP

February 3, 2010

TO SCC MEMBERSHIP:

The Board of Directors has determined that we must be more aggressive in seeking new members during the 2010 season. As a result, for a time-limited period during the 2010 season we will permit a limited number of new golfing memberships with waiver of the \$3,000 initiation fee. This waiver will also apply to new Junior Executive and Legacy memberships. The enclosed flyer provides more detail on the offer.

The decision to waive the initiation fee in exchange for the new member signing a 3-year amortizing promissory note was not taken lightly by your board. In light of current economic conditions in WNY we believe it is imperative to be proactive and take the necessary steps to maintain a sustainable membership level. It appears resignations in excess of new member applications will result in our membership number being below budget for 2010.

Using the enclosed flyer, we urge all members to enthusiastically promote the club to family, friends and business associates. Every SCC member is a "salesperson" when it comes to identifying potential new members. Please contact Nancy Krebs [(716)592-4334 Ext. 111] for additional copies of the enclosed flyer.

We do realize this decision will not be popular with some members. As with many things in life, "timing is everything" as the saying goes, and we ask for your understanding. For any business to survive, it must modify its pricing structure to reflect current market demand, and aggressively contain costs. Our current budget reflects the latter, and this new promotion will hopefully stimulate demand for our fine club.

The existing member incentives for recruiting a new member remain in place for the 2010 season. Members will receive \$500 Clubhouse credit, plus 6 guest passes, for each new member they recruit.

We ask our membership to look beyond the "sticker price" of admission when valuing their club membership and consider the sense of community, camaraderie and the outstanding golf and entertainment experience provided by SCC which so enriches our lives.

SCC Board of Directors