

[REDACTED]
Experience 18 Signature Holes

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
To: George S. May International

[REDACTED] Golf Course has two problems, insufficient sales and no employee accountability. Part of the reason for insufficient sales was additional golf courses built in an already saturated market. Our expenses are already budgeted as tight as possible.

The George S. May Company was hired on May 20, 2002.

The consultants took company financials, briefly reviewed pricing at all the area courses, visited [REDACTED] golf course and two country clubs to assess competition. We did some intense brainstorming with employees, with knowledgeable members and regular customers. We determined that [REDACTED] strongest asset is the course layout. We changed our slogan. We also determined that our market is young adults not retirees. We determined that the existing pro shop trailer is a major deterrent to business. We did not realize the severity. We surveyed enough people to assure that an attractive double-wide trailer on a permanent looking foundation would be very acceptable. The additional pro shop space, meeting room and private area for members would provide the woefully missing amenities. This is acceptable until demographics change and a permanent structure can be built. A pool would be a huge asset and position the course as a family oriented facility. We hope to add \$150,000 to revenue over the next year. We know that we are looking at a serious shortfall if we don't do something.

One of the most significant things that the consultants did was have each employee write their own job description. Not one considered sales as their responsibility. Most disappointing was the Golf Pro. We are now emphasizing revenue as everyone's responsibility and offering cash incentives.

We have every expectation that our continued follow through on the procedures and recommendations made by GSMIC will result in achieving the \$150,000. We are satisfied that we have a viable game plan to focus both ourselves and employees.

Sincerely,
[REDACTED]