

Dear Ken-Wo Member,

January 2011

It is with great pleasure that I take this opportunity to welcome you back to Ken-Wo for the 2011 season, the 90th Anniversary of Ken-Wo Golf Club! The upcoming season, which is less than three months away, will be very exciting as we kick off the season with a Gala dinner and reception to celebrate Ken-Wo's 90th birthday on Friday, April 29th. What a great way to "officially" open the club for the season! Please be sure to get your tickets soon as there is a limited number available.

Enclosed with this letter is a summary of the Membership Dues Structure for 2011 as well as a summary of other services available. As you will see, there has been a minor increase of 3% in dues prices for 2011, due in large part to the continued increases in expenses at the club such as minimum wage increases, power rate increases, etc. The membership categories, including the "Weekday Only" and "Youth Discount" programs have remained and we look forward to maintaining the strong membership base that we experienced in 2010. I am also happy to report that our waiting list for new members currently sits at 30 individuals which certainly bodes well for the continued health of the club in terms of members.

The 2010 season was an enjoyable and successful season at the club. I certainly enjoyed my second year as your Director of Golf and am now looking forward to welcoming everyone back to the club in the spring. I would like to once again extend my gratitude to the entire membership for their continued support. The 2010 season was another successful year in terms of finances and we look forward to building on that success in 2011.

The end of the 2010 season saw the redesign and re-construction of a new green site on hole #10 as well as the construction of a new practice green located between holes #10 and #12. These renovations were very well received by the membership and I am happy to report, have matured nicely since the work commenced in the middle of last September. If all goes well and Mother Nature cooperates in the spring there is a very good chance these new green sites will re-open in early June. In the meantime, hole #8b will be in play for the start of the 2011 season.

The winter months have also been busy as there has been a great deal of activity at the club since the course closed in mid-November. During the month of December Ken-Wo played host to one wedding reception and various corporate Christmas parties. The month of January has also been busy as the Stop N Go / Administration Office relocation project that commenced in mid-December picked up where it left off and remains ongoing. The anticipated completion date for the project is the beginning of February for the new administration offices and the middle of March for the redesigned, relocated and expanded Stop N Go. Upon your return to the club in the spring you will also notice some cosmetic changes to the dining room as a fresh coat of paint has been applied, in colors similar that of the bar renovations completed last year, as well as new valances that have been added throughout the room. This project is in the midst of completion with some positive comments having already been heard from both members and guests.

The Stop N Go renovation and relocation project, as stated in an email sent out to the membership in early January has been on the agenda for quite some time so it is very exciting to be moving forward with the project. Having said that, I would like to remind everyone that the existing food and beverage operation in the upper level of the clubhouse as we know it will not be moving downstairs; however, the Stop N Go will simply be relocating and will now be a “walk in” facility with some seating as opposed to the previous set up where service was provided through a window. For the most part, the offerings in the new Stop N Go will remain the same as always with some minor tweaks here and there. I would also like to mention that in April we will be running a contest to have the new Stop N Go renamed with the lucky winner receiving a \$100 food and beverage credit and a dozen golf balls.....so be sure to get your suggestions in when the contest begins. Should you wish to learn more about the renovation project please do not hesitate to contact me via phone or email as I would be happy to answer your questions.

I am pleased to inform you that key management personal – Rick Phelan, Brian Bartkow, Brandy Martin, Debbie Barclay, Derek MacKinnon and Dan Fraser – will all be returning to the club in 2011 - very positive news for our members, guests and golf club as a whole. I consider myself very fortunate to have these loyal and dedicated individuals at my side throughout the season as we work together to deliver the best experience possible to our members and guests.

As was the case in 2010, the Optional Food & Beverage Incentive Program will once again be available in 2011. The program states that any member wishing to pay a non-refundable upfront amount of \$200.00 will receive an automatic 10% discount on all purchases made in the Bar, Dining Room, Stop N Go and Beverage Cart throughout the 2011 season. I would encourage all of you to take advantage of this excellent offer and continue to support your food and beverage operation.

The pro shop had another successful season in terms of sales thanks again to the support of our loyal members. I would like to remind everyone that the pro shop is now owned by the club (since 2008) with all profits generated through this department re-invested into the golf club. Therefore, we often refer to the pro shop as “your” pro shop. To recognize the support of our membership, we also offer a “Standing Members’ Discount” of 10% on purchases made in “your” pro shop including balls, shoes, clothing, bags, gloves, etc. The price on golf clubs is negotiable and we will do our very best to match or beat the prices of our competitors, including Golf Town. We look forward to seeing you in the pro shop again in 2011 and would like to thank you in advance for your continued support.

In closing I would like to wish everyone a safe and enjoyable finish to the winter months as you anxiously await the re-opening of the course for 2011. In the meantime, please do not hesitate to contact me via phone or email should you have any questions, concerns or comments. Your feedback and input as a member is strongly encouraged as it is this information that enables us to improve and enhance the overall experience you receive throughout the upcoming season and beyond. Your commitment and loyalty to Ken-Wo Golf Club is both recognized and appreciated, and in turn, Ken-Wo is committed to you and your golfing experience!

Yours in Golf,

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