

Ambassador Committee Minutes January 20th

Attending: Bruce Hershman, Chair

Tom Bennie, Kelli Daggett, Tony Cardoni, Joe & Susan Rubio, Fred & Nora Tuggle, Dale Jung & Ron Sebanc, Geoff & Dawn Lagary.

To represent Club management: Greg Paydock, General Manager and Mishael Wells, Membership Director.

One guest was also in attendance: Bob Sisley, Prescott Lakes Community Association (PLCA)

- Introduction of 2015 committee
- Went over the handouts and supplies which each committee Member was receiving;
 - o Shirts
 - o Name badges
 - o Business Cards
 - o Binders to assist in new Member follow-up
 - o Roster of committee members
- Current Golf Roster count: why it's important to keep our Golf roster at 400 Members. The Golf Member category is the only avenue of revenue that can be expanded. Currently all the lots in the Prescott Lakes subdivisions are already dues paying lots so revenue from them will not change. Maintaining our Golf Roster is the *only* way that we can expand upon available income.
- Ambassador Responsibilities; steps for being an effective Ambassador. Many of our Member are new to private club life and therefore getting them introduced to the Club and all of its assets, regardless of the category of Membership, is crucial. Within our Membership we have many different types of individuals and these types vary immensely. The job of an Ambassador is to ensure that every incoming Member has a successful introduction to the Club. Some ways that we can assist in doing this are through golfing with them, bringing them to a meal, calling them to join you at a social event, helping them find the right "Clubs Within a Club", athletic classes, tennis, pickle ball, etc. WE are the ones that get them connected. If an incoming Member is new to a private club it can sometimes be a little scary or they can feel overwhelmed. We are conduits to help them get through the initial questions, and potential insecurities, and get acclimated to as many areas of the club possible.
- Some matches you automatically "click" with and will remain good friends whereas with others you are simply serving as a contact for information etc. and once they know it they function completely on their own. Mishael explained that any time you have questions to please contact her as she has already met with each Member and may have insight. She can also contact them herself when and where it may help.

- EVERY new Member regardless of category will receive a personal touch from someone on the Ambassador Committee.
- Have there ever been any thoughts of opening up other categories of Membership in the future? Greg went on to explain how, although there are clauses in our current Membership documents that would allow for the addition of a different category of a "Limited Membership" that in our particular situation this would not be prudent. Due to our demographic and the majority of our Full Privilege Golf Members usage the addition of a "Limited Membership" would lend to an overcrowded golf roster and difficulties in acquiring tee times. Our golfers are way more active than the average Golf Members in other clubs.
- The importance of introducing a new Member correctly: Personal example given by a newer Member/non-golfer. When they arrived here they were contacted within the first couple of weeks by their Ambassadors who took them to dinner and personally introduced them to several different aspects and benefits of the Club. Even though the Ambassador wasn't always next to them during their time of acclimation they always felt that they were there by knowing that they could reach out to them at any time if needed. The result for them personally was that they are now Ambassadors whom are thrilled with the experiences they've had. She felt that if you begin with a positive connection it makes all the difference!
- Went over the specific steps of an Ambassador in detail. (See "Steps for Being an Effective Ambassador").
- Beginning this year an additional aspect of Club introduction for our Golf Members will be one of our Pro staff taking each incoming member out to play a round of golf. This will assist greatly in helping them to adapt to the tee sheet and find groups which they may join, etc.
- Went over the procedures for a guest and how Ambassadors assist with Guest Rounds from time to time.
- HOAMCO has a "New Resident Orientation" quarterly for all new property owners. These are highly recommended as a resource for those new owners.

It was determined that the Ambassador Committee will meet monthly on a Tuesday at 5:30. Specific week TBD.