

PRESCOTT LAKES
AMBASSADOR MEETING
JUNE 16, 2015

MEETING MINUTES

The meeting of the Ambassador Committee was called to order by chairman, Bruce Hershman at 5:30 pm. Members in attendance were Don and Connie Cox, Geoff LaGary, Jackie Fitzpatrick, Fred and Nora Tuggle, Gloria and Bruce Hershman, Tony Cardoni, and Greg (GM) and Mishael (MD). Also present were guests John and Paula Bergland.

First order of business was Mishael's Membership report.

- Membership currently stands at 384, with anticipated additions within the next week. Projections are to lose 2 additional members in July.
- "6 and dine" was a success and others are planned for the remainder of the summer. It provides an excellent opportunity to bring a candidate who can enjoy the experience and meet members of the club.

During the 3 month period June – August of 2014, Mishael reported the following breakdown of new members:

| | | | |
|---------------|---|------------------|----|
| Walk-in | 7 | Hassayampa | 4 |
| Staff recruit | 2 | Member sponsored | 10 |
| Follow-up | 3 | | |

For last 30 days of 2015:

| | | | |
|-------------|---|------------------|---|
| Call-in | 3 | New home owner | 3 |
| Real Estate | 2 | Member Sponsored | 1 |
| Staff | 1 | Reinstated | 2 |
| 6 & Dine | 1 | | |

- Both Greg and Mishael expanded on the need to generate more Member sponsored new members. How can we generate more interest by members to get involved was discussed.

Mishael also expanded and clarified what the Club considers the qualifications of a Member "sponsor"; **"A sponsor is a Club Member, or property owner, who invites a non golf member, who may be a candidate to join the golf club, to some Club experience such as dining, an event, or golf."** It is also recommended that the candidate be introduced to Mishael so their interest can be registered in her data system.

General Manager's Report, Greg: Please see the attached report.

Bruce addressed a concern regarding welcome dinners. As sponsors, he asked that we be mindful to not be over excessive with beverage and food orders.

Bruce also addressed several slight changes to our Ambassador Mission Statement and the "Steps for Being a Successful Ambassador" document. Specifically the insertion of a new time commitment of 7 days for an Ambassador's preliminary reach out to an incoming Member. (Ambassador Mission Statement attached.)

The more successful we become with efforts to maintain Membership, and welcome new home owners, the greater the work load of our committee and the staff. Mishael acknowledged that we need additional ambassadors, specifically to welcome new residents. Let's look for interested residents to spread the effort.

Bruce adjourned the meeting at 6:10.

Submitted by Tony Cardoni