

2008  
President's Message

## CCMA LETTER TO THE MEMBERSHIP

This letter is an attempt to bring you up to date on our current membership situation.

You are probably aware that there has been concern caused by the Club's decision to modify the structure of Social with Golf and to create a new category of Associate Member. As a result of this, there have been a number of SWG (Social with Golf) resignations from the club. Any member resignation, in our opinion, is unfortunate and regrettable because it is a loss to the entire Club.

On the positive side, the club has welcomed a number of new members and SWG members who have chosen to expand their golf benefits; both have taken advantage of the reduced initiation fees. I sincerely hope that the latest membership numbers will be available for discussion at FCCC's annual meeting on February 16<sup>th</sup>.

We are moving forward into a new year with two limited golf membership categories SWG (no longer available to new members) and Associate Member as well as the existing full resident golf membership category. The social benefits and the cost to each member in monthly dues for these social benefits are equal. The difference in cost is obviously the golfing benefits that a member chooses. An individual's choice and the cost incurred certainly should not imply that one membership category is superior or inferior to another.

Hopefully, in the future each member of FCCC will focus on the cost and benefits associated with his/her own membership category. The role of the CCMA in dealing with Management is ensuring that each member receives the maximum benefits at the lowest reasonable cost.

In 2008, it is our hope that all members will put the past behind us and move on with the community spirit, focus, and a positive attitude that will make Ford's Colony Country Club a better club. The vitality and financial well being of Ford's Colony Country Club - our Club - is essential not only to our members but, also to the entire Ford's Colony community.

On behalf of the CCMA Board of Directors;  
Al Davis, President

January 28, 2008

April 1, 2008

Thank you for visiting our new website. We hope you will take a few minutes and browse each of our pages. The CCMA is grateful to Tom Lamb, a resident and club member who has graciously assumed the role of our web master and also to John Louden. The CCMA's Director of Communication who coordinated our efforts.

Our goal in creating this web site is twofold: (1) to continually inform every member of Ford's Colony Country Club about the issues facing our club and the action plans that the CCMA Board and its three Committees are discussing, analyzing, and implementing. (2) to provide each member the opportunity through the web site's e-mail page to contact us with your comments, concerns, and suggestions. Effective communication in any organization must be two ways, and, thus, we encourage and welcome your comments.

In our opinion, the demography of Ford's Colony Country Club will begin to change. Our admittedly imperfect crystal ball foresees within the next five years a steady population of full members – to approximately 700 (with most current non residents shifting to resident status). Real estate sales within Ford's Colony will continue to have a major influence on this number. We estimate that major growth will occur in the social member category – currently 91 members, because many newer residents (Eaglescliffe, and Westport, and Knob Hill) will automatically be assimilated into it. Finally, the current Social With Golf (SWG) member category – 184 members at year-end - will decline in numbers because it is closed to new memberships; some existing SWG members will be converting to full membership while others will shift to social membership or retire from the club. Including the new Associate Member category, we can anticipate that the “non-full membership” categories will have approximately 500 members at the end of this time frame. Obviously, the length and severity of the current economic downturn could have a negative impact on these assumptions.

These projections raise issues that must be addressed by the CCMA Board (and by Management). For example:

- \*Will the existing club facilities be adequate to effectively handle this increase in member numbers. What, if any, facilities will be needed?

- \*Will the dining venues be competitive with neighboring facilities for entertaining club members, or will many of the newer members visit club facilities only to comply with the food and beverage minimums.

- \*With two limited golf membership categories, changes or restrictions in benefits and their administration must be equitably administered.

While current issues at the club will remain our priority, especially at the Committee level, your Board should and will increasingly focus on our future.

Al Davis, President

CCMA

3/28/2008

May 12, 2008

Fellow Members;

Management of Ford's Colony Country Club announced today that the marketing offer to Windsor Forest residents will be withdrawn in its entirety.

I would like to thank members of the Management team at Ford's Colony for making this decision. It was the right thing to do.

On behalf of the CCMA Board of Directors, I would like to express our sincere thanks to all of you who took the time to write or call us and express your opinion, and to the 156 club members who attended today's Board of Directors meeting.

The CCMA Board is confident that Club Management will work with us to ensure that the incident that occurred with the Windsor Forest marketing offer does not happen again.

Al Davis, President

Country Club Membership Association (CCMA)

May 22, 2008

Fellow Members;

The “Windsor Forest” marketing initiative by the Club is now behind us, having been rescinded by Management. I am taking this opportunity to look forward and focus on ways we can work together with Management to make the club flourish.

It is a fundamental truth that no business can be successful if it does not continually attract new customers, clients, or in the case of golf clubs, new members. Managing a successful Golf Club has never been easy, and in today’s economic climate it is especially challenging.

The Country Club Membership Association (CCMA) fully endorses our Club’s attempt to create a marketing campaign that will attract new members. However we do believe that such a campaign should be administered so as to enhance the Club’s reputation and whose advertised benefits will not negatively impact the existing membership.

The Williamsburg area is a great place to live, offering a wide variety of attractions, including many fine Golf Clubs. Obviously, we are prejudiced, but we believe that Ford’s Colony Country Club and the benefits offered through membership outshine other area golf clubs and any marketing effort should emphasize that point.

The Ford’s Colony community has grown and prospered, in no small part, because of Ford’s Colony Country Club. In turn, Realtec has prospered because they have used FCCC as the centerpiece of their marketing effort. For the financial health of our club, we recommend that future marketing campaigns highlight a reduced initiation fee that will be applied consistently to all prospective members.

We also continue to believe that the largest potential market for new members lies within Ford’s Colony. We acknowledge that last year the initiation fee for residents was temporarily reduced with limited success.

Every successful business grows by primarily concentrating its efforts on existing customers, clients, or members, and, secondarily, by attempting to attract new ones. Growing your existing base is less costly and much more effective for enhancing revenue.

Our Club’s future success depends on its ability to transform itself from one whose primary focus has been on real estate sales to a new focus that will concentrate on membership enhancement. Members who believe that their interests and benefits are paramount can become a very awesome and effective sales force on behalf of the Club. On the other hand, no marketing campaign will be successful at FCCC if it fails to recognize that certain defined member benefits should not be discounted, compromised, or ignored.

The CCMA Board fully recognizes its limitations in the role of “advisor” to Ownership/Management. However, we believe that there are fundamental benefits that belong to each and every dues paying member at FCCC. We pledge to do everything within our limited power to identify and preserve these benefits. We also call upon FCCC management to re-confirm to the entire membership its recognition of these benefits. They are:

- The monthly dues structure at FCCC will be maintained so that it is applied equitably and fairly to all members, regardless of membership category and consistent with benefits derived.
- Full members, and other members whose privileges give them access, are entitled to the exclusive use of the Member Designated Course (MDC) each day of the week.
- Full members are entitled to join the Golf Associations (MGA/LGA). These Associations will have the use of one course, six days of the week, excluding Sunday.
- On the Member designated Course (MDC), eligible members will enjoy a 30 day advance tee time registration.

The membership at FCCC is diverse We all have differing opinions on issues that arise everyday at FCCC; for example, how high the grass should grow on the golf course, how hot the soup should be, even the sizes of wine glasses. That is the way it is. However, fundamental benefits are so important, so vital, to the club’s future that they call for unanimity among the membership. A united membership is our strength.

On behalf of the CCMA Board of Directors;

Albert Davis, President

July 22, 2008

Ford's Colony Country Club Members;

As you have read in the July issue of Scorecard, or saw if you were one of the ninety members who attended the member referral social event last Friday (July 18), we are in the midst of a campaign to attract new members from existing Ford's Colony residents.

I am confident that our efforts will be very successful. You will be able to judge our progress by some solid numbers that will be available by the end of July

While I am a member of the newly formed Marketing Committee, the bulk of the work is being done by two young lions (Barry Golliday and John Bittenbring) and the lion king himself (Gary Krull). These gentlemen know their stuff; it is a delight to see how well they have meshed with Gary Huneycutt and Melissa Blane in creating what is unquestionably a professional and well received marketing campaign.

To the best of my knowledge, this is the first time that membership and Owner/Management at Ford's Colony Country Club have combined their talents to create a working strategy for the benefit of The Club. It is, hopefully, the beginning of a better working relationship for all.

In talking to several potential new golfing members, I have been impressed with their enthusiasm for Golf Association play at FCCC. The ability to play with other members six days a week is unquestionably the most favorable aspect of membership for them. Couple this with the fact that our three golf courses are in great condition, and we have a very good product to offer any potential member.

Sometimes, existing members of our club (myself included) forget the attractiveness of FCCC and the benefits of membership, until a non-member jars our memory back in time to when we became new members...and thought how smart we were for finding and joining such a great club.

And a final point, the role of the CCMA Board and its Committees is to represent all members of the Club in dealing with Ownership/Management on the golf and social venues within Ford's Colony Country Club. We strongly believe that the most efficient way we can achieve our goals and objectives is by working cooperatively with the Club's Management and Ownership. It is unrealistic to think we will always agree on the solution to every issue/problem that comes before us. However, we do believe that mutual respect, the willingness to listen to all sides of an issue, and the wisdom to compromise, is the best way to get things done.

On behalf of the CCMA Board of Directors;

Al Davis, President

August 19, 2008

My fellow male club members;

A while back when my oldest grandson was a toddler (he is now 14), we were enjoying the nature walk in New York City's Central Park, when he informed me that he had to go to the bathroom – quickly. Realizing the urgency of the situation, I did what most grandfathers' would do, taking him off the path into the woods behind a tree. At that point he looked at me with bewilderment and stated emphatically; “but grandpa, there's no bowl here”.

And gentlemen my point is: there are no bowls on properties adjacent to our three golf courses. We are receiving an increasing number of complaints from property owners who are justifiably upset at the behavior of golfers who ignore the rest room facilities that are available on all three of Ford's Colony Golf Courses.

Unquestionably part of our problem is a negative fallout from increased golf outings and public play that we are experiencing. However, a part of the problem also rests with our own male membership. Lest you feel offended by that last statement; please note that several complaints were quite specific; in the morning hours, on the golf association course for that day. That's pretty darn conclusive.

The Ford's Colony Homeowners Board of Directors has asked for our help in this unpleasant matter. They have suggested, not totally facetiously, to property owners that they keep a camera at the ready. Where in Williamsburg do you think these pictures might appear?

The CCMA has asked Club Management to address the outside play issue. These outings bring in a substantial amount of revenue to the Club. But there are supervisory costs that must be incurred by the Club to insure that the rights of property owners (and club members) are neither ignored nor abused by players participating in these outings.

We would also ask our fellow members, especially the few offenders, to become more conscious of how insulting these actions are to their neighbors.

On Behalf of the CCMA Board of Directors;

Al Davis, President

# PRESIDENT'S MESSAGE

October 20, 2008

During the past few days each of you has received through the U.S. mail, the 2008 election ballot for the election of three nominees to the Board of Directors. Your vote is important to us and to Ford's Colony Country Club. The Board urges all of you to cast your ballot after thoughtfully considering all six candidates. The Board also requests your approval of the proposed by-law change creating an "ex officio" position on the Board of Directors beginning in 2010.

Two increasingly complex issues are currently the subject of discussion between the Board and Club Management. The first is the growing problem of slow play on our golf courses. The CCMA Board strongly supports the concept that the LGA and MGA should be responsible (and accountable) for play during their weekly tournaments. Our concern focuses on individual members and outside players. Golf becomes a chore when a round exceeds 4 1/2 hours of play. Management has promised us that they will shortly implement course rules whose goal will be to enforce speed of play.

Our second issue is outside tournament play. We commend the membership for their patience and their understanding that outside events are necessary in order to increase the club's revenue, thus, lessening the pressure on monthly dues for the membership. We also commend the pro shop for securing other golf courses for the membership on the days when outings close all three courses. HOWEVER, the CCMA Board believes more must be done. We believe the membership is entitled to timely notification when an outside event informs the club that the number of golfers will be significantly less than anticipated, thus, eliminating the need to close all three courses. Members have every right to be irate when after incurring the cost of playing on an outside course, they learn that a course was available at FCCC. Additionally, late booking of events should not interfere with scheduled MGA or LGA events. We will pursue this issue until we have a satisfactory solution

Al Davis, President CCMA