

2009 President's Letters

President's Letter

January 1, 2009

Many of you have heard of the historic event that occurred at the meeting of the CCMA Board of Directors on December 8. The first woman was elected to serve as the CCMA President for the coming year! It is not so revolutionary, really, since women at FCCC (unlike at many other clubs) have always been given equal opportunity. They head two successful golf associations and chair and serve on CCMA committees and many of them play golf not just well, but very well. My name is Lovee Curtis and I have done all of the above with the exception of the good golf. My golf skills are limited at best, but my enthusiasm for the CCMA's protection of the rights of the membership of the club is unlimited.

I was elected to the Board in 2007 for a two year term and will try my very best to lead the organization as well as my predecessor, Al Davis, who is the proverbial "tough act to follow." The good news is that he still sits on the Board along with returning director, Fran Dunleavy and new members Sam Bowlin, Warren Wright and Gale McCune. I know that when I need assistance in the months ahead that they will provide me with much needed help.

Elsewhere on the website you will find the minutes of the board meetings, minutes of standing committees, information from the golf associations, a way to get in touch with us (we do reply to each contact) and the role of the CCMA insofar as the club membership and management are concerned. Please visit us often—it will be a benefit both to you the members, and to us, your representatives to management, by allowing the communication that is so vital to our unique organization.

I will try to keep you informed on a regular basis about issues that are essential to our enjoyment of FCCC.

Thanks for reading this and *please* take advantage of the opportunity to share your thoughts and ideas with the Board.

On behalf of the CCMA Board of Directors, I want to wish you all a healthy and happy 2009.

Lovee Curtis

President's Letter

April 22, 2009

Rain, rain, go away! ! We have all thought this in what has been a rainy and cold spring. Perhaps we have turned the corner and the rest of spring will be as beautiful as we know Virginia can offer. (Then again, don't put away your "mudder" golf shoes!")

The club has had a very active (and innovative) Social program for these dreary months and from the looks of the up-coming schedule, it will be more of the same for the foreseeable future. The dining venues have changed too, and mostly for the better with our Half-Price Burger Night and theme dining offers. Remember that there are Suggestion Boxes for your comments, and we hope to have a comment card enclosed in each dining check, too.

In order to take full advantage of your club it is important to check the *Weekly Scorecard* each Thursday to keep informed of what is going on.

Steve Schmidt and his maintenance crew are working hard on the courses and with the help of Mother Nature our courses will be in good shape before long. In past years we have been able to use the federal H2B program to obtain foreign workers to assist with golf course maintenance, but this year, due to the lack of re-enactment of the program, we will have no foreign work force. Steve has been using all sources at his disposal to recruit workers, but even with this effort, we will be well below our previous numbers of maintenance personnel. This fact was one of the reasons that modifications were made to our Blue Heron course which happens to be the farthest from the maintenance building. The CCMA was not involved in the decision regarding the changes to Blue Heron. I met with Mr. Spielberg and he told me of the club's plan and said that the major purpose of the change was to use limited maintenance personnel more efficiently, and thus save money. The Country Club felt that the ability to make it a "family friendly" course was a bonus for them.

While the CCMA will monitor conditions on all our golf courses—just as we keep tabs on the social and house issues, we need to give the club's plan for Blue Heron an honest try to see if it is workable and to get sufficient feedback from our members. I ask your patience during this playing season and I thank you for it.

Lovee Curtis

A Message from the CCMA Board to the Membership of Ford's Colony Country Club

June 19, 2009

The CCMA Board of Directors met with the FCCC Management team on Thursday, June 11. The meeting was held following a CCMA Board letter sent to Larry Spielberg on May 14 asking for information on the financial condition of the club. The letter was prompted by concerns expressed by members about course conditions, dining venue staffing and other questions recently raised by the membership. This historic meeting was cordial, frank and informative and was attended by the entire FCCC management team. Our questions were treated respectfully and it is the CCMA's hope that this is the beginning of a dialogue that both sides stated that they would like to continue.

Among the things that we learned were the following:

1. The club is experiencing the same problems as many other businesses and golf clubs in the area in the present economy. It is virtually impossible to borrow money, and in some cases previous commitments by lenders have been withdrawn. This is compounded by the severe slump in real estate sales. The Fords informed the CCMA Board that they plan to divest themselves of some of their corporate holdings with the aim of re-focusing their development efforts to the Williamsburg area.

2. We were informed that the club is not currently receiving developer subsidies (as had been the case in the past), and consequently must stand on its' own financially. This is a difficult job when one considers that we have three 18-hole courses to maintain, as well as three dining venues and maintenance on the clubhouse.

- The club did not "break even" in '08, which has caused management to make changes in 2009. Some of these changes, most initiated by CCMA committees, are considered positive, such as innovative dining experiences like 1/2 Price Burger Night and theme evenings such as Italian Night, more frequently changed menus, programs for spouses of one golfer families, as well as extended weekend hours in the Grille and Harry's. The CCMA Marketing/Communications Committee, established last year to help secure new members and to develop new revenue streams, has been quite successful as well.
- Some changes have not been as positive. Like other businesses, management has found it necessary to cut expenses, some of which directly impact on the members. In a cost saving measure, management reported to the CCMA Board that the budgets throughout the club were reduced up to 20% and that the golf course maintenance budget was cut by 10% over 2008. This spring's cold, wet weather has also retarded the courses as well.

All this said, the CCMA made it clear to management that the condition of the courses is not at the level of past years. After our meeting, Dick Ford and Mike Tiernan toured the courses.

The CCMA and its five committees are committed to make every effort to hold management to their commitments to give the CCMA current and accurate information on the club's operation.

To this end, it is important that *EVERY* member fills out the survey prepared by management in cooperation with the CCMA marketing committee. Each family member should take 15 minutes and complete the survey. The CCMA plans to use these survey results as a starting point for our continuing dialogue with management to address the concerns of the membership.

On behalf of the CCMA Board,

Lovee Curtis, President

*COUNTRY CLUB MEMBERSHIP ASSOCIATION
FORD'S COLONY COUNTRY CLUB*

From the CCMA President,

August 20,2009

I want to take this opportunity to thank you for taking the time to complete the FCCC-CCMA Survey. Both the Management Team at the club and the CCMA Board learned some valuable things by your participation, and as we further analyze the results and the comments, our goal is to attempt to provide you with a better club experience. I have asked Barry Golliday, the man who shouldered the Atlas-like load of work on the survey to provide a summary of the survey for you.

The summary follows, and as you read it think cool thoughts about crisp autumn days—great ones for golf!

FCCC-CCMA 2009 SURVEY

This summarizes the key findings and recommendations of the FCCC-CCMA Survey 2009 from the CCMA perspective.

PURPOSE

The purpose of the survey was

- To obtain input from the membership about the FCCC general services, dining venues, social program and golf program
- Use the findings to help FCCC management enhance both the FCCC experience and the value of membership

RESPONSE

Response was strong

- 546 responses. This is most likely about 40% of total members. From a Market Research perspective, 30+% is exceptional.
- Men/67% - Women/33%
- Most importantly we heard from the “heavy users”, the people who account for a *disproportionately high level of revenue & profit*
 - 61% of MGA
 - 46% of LGA
 - 45% to 80% of Full Golf Residents. 66% of total responses were Full Golf Residents
- In addition, we received 2,853 comments, which is 5.2 per respondent.

KEY FINDINGS

Overall

- There are serious concerns in the relationship between the FCCC and its members. Customer relationships are a critical success factor for service businesses

Areas of Satisfaction Strength

- Theme Nights
- Golf Professionals
- Pro Shop

- Food & Beverage Cart Service
- Bag Drop/Cart Attendants
- Wait staff in Dining Room and Members Grille
- FCCC Communications

Areas of Very Important Concern

- Perceived Value of FCCC membership
- Blue Heron
- Harry's
- Water on the course
- Rangers

Areas That Need Improvement

Course conditions on Marsh Hawk and Black Heath

In the Dining Room and the Members' Grille

- Diversity of Menu
- Frequency of Menu Change
- Timeliness of Food Arrival
- Consistency of Food Preparation
- Value Received
- Hours of Operation

CCMA RECOMMENDATIONS

1. Restore fairways to Blue Heron as soon as possible.
2. Review list of Needs Improvement items with appropriate CCMA committees. Attack "low hanging fruit" as soon as possible.
3. In the repositioning of Harry's, learn from the past
4. Make a definitive decision on Water on the Course and Rangers - to either act or not act.
5. Develop a common vision for the FCCC golf experience that is unique, remarkable and profitable so that we can work together to achieve it.
6. Set specific objectives to increase the % of members who respond that they are "Extremely Likely" to recommend FCCC membership to a friend or neighbor and reduce the % that are "Not Likely". The "Extremely Likely's" are the members who fuel *profitable and sustainable* growth.
 - Develop an action plan to achieve them
 - Share the plan with the CCMA so that we can work together on its success

The CCMA Board and all the committees are committed to working with the FCCC management team to implement the recommendations in the survey and look forward to the resulting enhancement of the memberships' experiences. All your opinions and comments have been heard and now is the time to move forward.

Thanks for your attention.

Lovee Curtis, CCMA President

***COUNTRY CLUB MEMBERSHIP ASSOCIATION
FORD'S COLONY COUNTRY CLUB***

From the CCMA President,

December 9, 2009

As the Christmas season draws near, I compose my last letter to you as President of the CCMA. It has been a year of many changes, some good and some less than that, and I want to publicly thank all the members of the Board of Directors for their support over the past twelve months. Al Davis and Fran Dunleavey, whose terms expire, will leave the board and will be greatly missed. Our new board members, Dan Desmond, Frank McMorrow and Barry Golliday will join Sam Bowlin, Gale McCune and Warren Wright to make up a strong group for 2010. To provide a smooth transition, continuity and counsel when needed, I will remain on the board, but in the background, in an ex officio, advisory non-voting capacity.

There is still much to do to implement the Survey Recommendations and to insure a good climate for our members in what appears to be a continuing depressed economy. I want to encourage you to help yourself and us in this endeavor by joining one of the CCMA committees or bringing to our attention problems that you see for which we might, by working with the club management, find a solution.

I want to thank you all for your support to me this past year and I hope that this holiday time is a joyous one for you and your families. Happy New Year --- may it be a good one for FCCC members!

Lovee Curtis