

CURRENT AND PAST CLIENTS

LIST OF PREVIOUS CLIENTS

- 2003 Country Club of Roswell, Roswell GA
- Member Survey
- Auburn Valley Country Club, Auburn, Ca
- Strategic Membership Marketing and Long Range Plan Development
 - Conversion of the current non-equity membership to an refundable structure.
 - Training of the new Membership Director
 - Developing the business plan
 - Development of the Standards of Operations
- Morgan Creek Golf and Country Club, Roseville, CA
- 2001 to 2003 - New Club Development Consultant,
 - Responsible for the entire development and management of the membership marketing and sales, developing the operational proformas, standards of operation and performance, clubhouse facilities program and FF & E budgets.
- 2002 St. Francis Yacht Club, San Francisco, CA
- Focus Groups, Member Survey
- Palo Alto Hills Golf and Country Club, Palo Alto, CA
- Focus Groups, Member Survey, Market Study
- Dove Valley Ranch, Cave Creek, AZ
- Market Feasibility Study
 - New Club Development Business Plan Proforma
- Coyote Creek Golf Club, San Jose, CA
- Market Feasibility Study
 - Frequent Golfer Survey
- 2001 Northridge Country Club, Fair Oaks, CA
- Market Study, Focus Groups, Survey,
 - Membership Marketing Plan
- Montreux Golf and Country Club, Reno, NV
- Focus Groups, Survey, Member Communication Plan
 - Moderated Executive Staff Retreat, Mission Statement Development
- The Ridge Golf Course, Auburn, CA
- Market Feasibility Study
 - Frequent Golfer Survey
- Whitney Oaks Golf Club, Rocklin, CA
- Market Feasibility Study
 - Frequent Golfer Survey
- Palo Alto Hills Golf and Country Club, Palo Alto, CA
- Developed New Member Information Package
 - Developing New Member Orientation Program
 - New Employee Orientation Program using Computer-Based Training technology (created CD Rom)
- 2000 Olympic Hills Golf Club, Eden Prairie, MN
- Focus Groups, Member Survey
 - Market Study
 - Membership Plan development
- Los Altos Golf and Country Club, Los Altos, CA
- Master Plan Presentation, Focus Groups, Member Survey
- Tacoma Country and Golf Club, Tacoma, WA
- Market Study, Member Focus Groups,
 - Membership Marketing Plan
 - Membership Director Recruitment and Training
 - Capital Project Presentation (CBT computer video program)
- 1999 Cordevalle Golf Club, San Martin, CA (14 Months)
- (1997 - 1999) Club Development Consultant
 - Membership Plan, Membership Development
 - Membership Sales Director
 - Business Plan Development
 - Clubhouse Design Programming
- Silver Creek Valley Country Club, San Jose, CA
- Focus Groups, Survey, Developer-to-Member Transfer
- Marin Country Club, Novato, CA
- Focus Groups, Survey, Standards of Operation, Mission Statement Development
- La Rinconada Country Club, Los Gatos, CA
- Focus Groups
 - Member Survey
- Bellevue Club, Oakland, CA
- Focus Groups, Survey, Master Restoration Presentation (CBT computer video program)
- 1998 Granite Bay Golf Club
- Strategic Membership Planning and Marketing
 - Member Survey
 - Formed Membership Task Force
- KSL Fairways Corp.,
- Member Satisfaction Surveys for 16 private country and golf clubs in the East Coast
- 1997 Silver Creek Valley Country Club, San Jose, CA
- Focus Groups, Survey, Standards of Operation,
 - Employee Focus Groups, Mission Statement Development
- Four Streams Golf Club, Bealesville, MD
- Market Study,
 - Market Positioning
 - Membership Planning fro new club development

CURRENT AND PAST CLIENTS (CONT.)

1997 (continued)

Sunroad Enterprises, San Diego, MD

- Market Study, Market Positioning, Membership Planning

Top Gun Technical Rescue School, Monterey, CS

- National Survey of 2,500 Fire Fighters for a highly technical training school at Fort Ord, CA

Lightning "W" Ranch Golf Club, Washoe, NV

- Focus Groups, Member Survey
- Standards of Operation
- Moderated Staff Retreat

Moraga Country Club, Moraga, CA

- Focus Groups, Member Survey
- Standards of Operation,
- Employee Focus Groups

Los Altos Golf and Country Club, Los Altos, CA

- Focus Groups, Member Survey
- Membership Planning

1996 Pasatiempo Golf Club, Santa Cruz, CA

- Focus Groups, Survey, Standards of Operation

Robert Charles Lesser Co., Los Angeles, CA

- Market Study of Sacramento

Silver Creek Valley Country Club, San Jose, CA

- Focus Groups, Survey
- Standards of Operation
- Employee Focus Groups
- Mission Statement Development

Blackhawk Country Club, Danville, CA

- Focus Groups, Member Survey
- Financial Analysis
- Capital Asset Plan

Traditions Golf Club, Ludlow, KY

- Assisted client in purchase/takeover of the club
- Focus Groups, Member Survey
- Market Study, Market Positioning
- Membership Planning

Shaker Run Golf Club, Cincinnati, OH

- Market Feasibility Study
- Market Positioning

Creekside Country Club, Hamilton, OH

- Market Feasibility Study
- Market Positioning

Washington Golf Club, Covington, WA

- Club Development Consultant
- Market Study
- Market Positioning
- Membership Planning
- Membership Development and Sales

1995 Rancho Murieta, Rancho Murieta, CA

- Focus Groups, Member Survey
- Market Study
- Membership Marketing Plan
- Standards of Operation

Granite Bay Golf Club, Granite Bay, CA

- (1993 - 1995) Club Development Consultant
- Membership Planning and Development
- Membership Sales
- Business Plan Proforma
- Clubhouse Design Programming,
- Operational Consultant

Dark Horse Golf Club, Auburn, CA

- Market Planning
- Assisted developer in reviewing overall business plan

Whitney Oaks Golf Course, Rocklin, CA

- Market Feasibility Study
- Market Positioning

1994 Singapore Island Club

- Member Survey

Los Altos Golf and Country Club, Los Altos, CA

- Focus Groups
- Member Survey
- Membership Planning

Rancho Murieta Country Club, Rancho Murieta, CA

- Market Study
- Market Positioning
- Membership Planning

The Oaks Country Club, Nicolas, CA

- Market Feasibility Study
- Market Positioning
- Membership Planning and Development

1993 Woodhaven Country Club, Palm Springs, CA

- Member Survey
- Market Study

Fort Collins Country Club, Fort Collins, CO

- Focus Groups
- Member Survey

Denver Country Club, Fort Collins, CO

- Focus Groups
- Member Survey
- Financial Analysis,
- Capital Asset Plan

Cabo Real Golf Club, Cabo San Lucas, Mexico

- Market Planning
- Membership Development
- Business Planning

CURRENT AND PAST CLIENTS (CONT.)

1993 (continued)

La Concha Beach Club, Cabo San Lucas, Mexico

- Market Planning
- Business Planning

1992 Glen Oaks Country Club, West Des Moines, IA
(1991 to 1992) Club Development Consultant

- Membership Planning and Development,
- Club Development Consultant
- Clubhouse Design Programming
- Operational Consultant
- Developed Standards of Operations

Marbella Country Club, San Juan Capistrano, CA

- Membership Planning and Development

Wampanoag Country Club, West Hartford, CT

- Market Planning
- Standards of Operations

1991 CinterClub, Monterey, Mexico

- Membership Planning and Development
- Business Planning
- Clubhouse Design Programming

San Geronimo Golf Club, San Geronimo, CA

- Membership Planning and Development