



Dear Deerpath Golf Course Member,

If you look outside, you will see the 2012 golf season is almost upon us! Gone are the heavy sweaters, scarfs and wool mittens. The sun is shining, the grass is turning green, and the robins are back. Now is the time to renew your membership and say “My Club is Deerpath!”

Deerpath Golf Course staff is excited for your return to the course. Over the winter, they worked diligently to make improvements to the golf shop. Entering the golf shop, one of the many things you should notice is the cherry wood cabinetry. The City’s partnership with Kemper Sports facilitated the acquisition of these pieces from another golf course that was downsizing their golf shop. Obtaining such quality cabinetry would normally have been cost prohibitive for the City; however, due to our partnership, we were able to obtain them for pennies on the dollar.

Another change you should notice right away and throughout the season is the merchandise selection. General Manager Rick Walrath, who is one of only a handful of PGA professionals certified in Retail Operations, brings his experience and expertise to Deerpath. You will see quality products from Nike, Taylor Made, Foot Joy, Adams Golf, Ping and many others. Be the first to get the latest driver, putter or clothing from these companies.

New events are also planned this season in which you can share a great golf experience with family and friends. Not only will the course be offering weekend tee events but also several exciting events such as:

- Opening Dance on Saturday, May 5 during & after permanent tee times
- Parent - Child Event on Father’s Day, Sunday June 17
- Member/Member on Friday July 27 & Saturday July 28
- Mixed Couples Event on Sunday July 7
- Family Golf Day on Sunday August 12 with special guest Golf Professional Chip Beck
- Holiday Tee Events (Memorial Day, Independence Day & Labor Day weekends) during & after permanent tee times
- Thursday Afternoon Golf League (TAGL)

Need to get your swing ready or are you interested in improving your entire game over the season? Deerpath Golf Academy, featuring Richard Franklin, has many new and exciting opportunities for you or a loved one. Richard brings his experience and Flightscope 3D Doplar Tracking Radar technology to Deerpath Golf Academy included in many of the private and group classes, clinics and



camps for women, men and juniors. For more information visit www.deerpathgolf.com or call Richard at 847-219-0200.

Don't forget to purchase your 2012 Membership before March 31 to receive the Incentive Package valued at over \$300! For the month of April, you receive great benefits as:

- Free electric carts
- Free range balls
- 10% over cost on any set of irons
- \$50 off the entry fee to the Fred Jackson Golf Classic
- 20 minute swing analysis with Richard Franklin
- Free one month pass to Lake Forest Recreation Fitness Center

Purchase your membership before the incentives expire!

The Golf Advisory Committee working with Kemper Sports and the City have made excellent progress on initiatives in marketing, programs & services and course goals tracking. One example of a marketing initiative is the referral program. If you are a member of a local non-profit organization and refer another member of that organization for membership, you earn your organization a gift package valued at over \$250 that includes a foursome of golf, carts & a \$50 shop credit to Deerpath. Referred members must be new members to Deerpath or have not held a membership for at least one year to qualify. There are other initiatives planned for the season, such as the "Make Mondays Matter" program. Contact Rick at 847-810-3889 for details.

Should you have questions or comments for the Committee, please email them at Golfadvisory@cityoflakeforest.com.

On behalf of the entire golf team, we look forward to seeing you on the course in 2012!

Respectfully,

Gary Chan, Chairperson
Richard Franklin
Anne Lerner
Mary Van Arsdale
Tommy Wilson

Michael R. Adelman
Ron Hirasawa
Timothy Newman
Jeff Wait
Jim Zitnick

Mike Borkowski
John Lancot
Linda Steers
Rick Walrath