

Membership Report - March 2007

Board Members and Ambassador Council members serve as Clubs ambassadors, advocates and community representatives, promoting a positive and accurate public persona. Board member participation can make a big difference in everything from our membership numbers to our cap fund! Every member has strong points-creativity, charisma and connections that make our partnership successful!

Board enrollments this quarter:

January: Reinstatement of Harold & Katherine Brown (*Social*) – Lori Goforth

March: Enrollment of Wylie Thompson & Beverly Wheeler (*separate last names*) (Full Golf) – Mike Cooney (*joined because of their help at the 2/24/7 Open House*)

Council Members alone have brought in 12 new families.

The Ambassador Council functions like any sub committee of the board, without having responsibilities of the Board of Governor's. The Board of Governor's role is to govern the club, establish policies and make sure they are properly respected. Financial oversight and management are key responsibilities of the Board of Governors. Therefore, management and operating issues are not discussed during our Ambassador Council meetings. Our Council was established in 2002 for a specific purpose to help new members become integrated into the club and to assist the membership office. Our 26 Ambassador Council couples have done a phenomenal job this year! **Please join us on March 20 for our next Ambassador Council Meeting: 6-8pm. Please RSVP to Laurie at 483-4292 if you'd like to see them in action.**

- March 20 Ambassador Council Meeting- attendees coming from several Palmer Courses to view our Ambassadors in action.
- Cocktails with the Councils scheduled for March 16th- **need volunteers** (SEE ATTACHED VOLUNTEER SCHEDULE – 30 minute shifts) New member receptions are held monthly in conjunction with Cocktails with the Councils, unless it is a month when an Open House is held.
- 45 plus new members already for 2007!!!! Aiming for 100% retention rate for this year with new members!!
- Focus is on “Getting Plugged In” and nominations from new members. “Nominations for Membership” forms just went out in monthly statements. (New Members continue to be our number one resource for referrals)
- Golden ticket to upgrade form mailed out this week.
- Member/Guest Tennis Social Mixer planned for March 23. Members invite a prospect to come out; dinner on patio or ballroom afterward.

Current Numbers: Golf 1035 – Tennis 429 - Social 584

Thanks,
Stacey Semtner
Director of Membership