

# The Members

A Private Members Newsletter — October 2008

## Summer Progress Report:



### ABG & PGAWMA Board

— Don Shoffstall, President  
PGAWMA and ABG

Cooler mornings and scalping the golf courses signal the 2008/2009 season is fast approaching. Both your Advisory Board of Governors (ABG) and PGA West Members Association (PGAWMA) Board have a goal to improve the level of members' satisfaction with your golfing, tennis and social experiences at PGA WEST during the upcoming season. I would like to take this opportunity to outline the process for developing the action plans being put into motion to accomplish this goal.

The ABG and the Members Association have continued to meet throughout the summer. This is not the normal practice but was done to enable both organizations to identify important membership issues and begin to develop plans to address them. The issues identified include security of membership deposits, dues increases, communications with membership, homes without memberships, membership cap, tee time reservations, number of potential private golf courses, outside play on private courses, resign list, and number of social memberships.

In addition, the ABG and PGAWMA have recently been focused on the results from this year's Members' Survey. The entire survey has been carefully reviewed and evaluated, including all written comments. The responses have been sorted out by PGAWMA committee responsibility. Each committee chairperson is drilling down into all issues as they relate to their committee and developing an action plan focusing on improving member satisfaction in each and every area. As part of this process each committee chairperson is meeting with Mike Kelly and their respective counterpart on the PGA WEST staff to refine their action plan and gain support from Club management and staff. Our objective is to have all action plans in place and begin their execution by the end of October.

Summer Progress Report...continued on Page 4.

## News From Your PGAWMA

### October 5, 2008:

The ABG with financial support from the PGAWMA filed for arbitration against PGA WEST ownership (Morgan Stanley & Pyramid Advisors) to obtain copies of financial balance sheets and financial statements in order to determine the corporation liable for & the assets securing, the estimated \$150 million members initiation deposits and provide your board the necessary information to complete its fiduciary responsibility to all PGA WEST members regarding review and approval of annual dues as outlined in the Club Usage Agreement (CUA).

This course of action was recommended to the boards by our law firm in order to determine the exact location of the membership's initiation deposits and enable the Boards to meaningfully respond to any proposed dues increases.

The American Arbitration Association has established October 23, 2008 as the initial response date for PGA WEST. There is no additional work or negotiations planned by the board on this subject. The arbitration will be handled by our law firm. We will advise you of the arbitration results, when they are known. We anticipate a resolution by early 2009.

This action should not affect the current plans for improving PGA WEST or the personal relationships with ownership and management. Please do not discuss this with employees of PGA WEST, as the issue is now being handled only by the attorneys.

### Bob Hope Chrysler Classic:

We shared our letter to ownership and management with you as well as the action plan committed to by Davis Sezna (President PGA WEST – Pyramid Advisors) during a meeting on September 1. A meeting with ownership/management to status the action plan set for October 16th has been rescheduled to October 29th. This meeting will

News From Your PGAWMA...continued on Page 5.



## Legal Committee

— **Jack Conroy, Chairman**

*Committee Members: Tom Headrick, Jim Donnelly*

The legal committee has been very active this past quarter, working with our law firm, Best, Best & Kreiger to prepare for the legal action in support of our members deposits & associated financial statements, necessary to evaluate proposed dues increases.

Our law firm has reviewed the recent letter from PGA WEST and disagrees with the tone & content of the communication to all members. We have been advised not to discuss the details until the arbitration has been concluded.

Your board has the upmost confidence in Best, Best & Kreiger to finally determine the location of your refundable deposits and our membership's rights.

---

## Operations & Services Committee

— **Brian Foord, Chairman**

The Operations and Services Committee has been busy studying the detail results of the 2008 PGA

West Member Satisfaction Survey. Also, the Committee has been spending many hours grouping the 3,200 Member comments from the Survey by department and subject matter. Each and every comment from Members in the Survey is being closely reviewed by the Committee to help in formulating actions which will improve next year's Survey results. Thank you very much for taking the time to complete the Member Satisfaction Survey and also for offering your comments.

---

## Green Committee

— **George Harmina, Chairman**

*Committee Members: Bruce Richards, Bob Helgeson, Mike Jacobsen, Phil Kaplan, Dick Logan, Gary Petersen, Geoff Binney and Frank Morey.*

*PGA WEST Members: Dean Miller, Director of Agronomy; Robert Durkee, Superintendent, Nick Private & Weiskopf Courses; Greg Hrycyk, Superintendent, Stadium/Nick Tournament; Jim Schmid, Supervisor, Palmer Course; Tyson Holm, Superintendent, Norman Course; Maria Magana, Secretary; and Christy Vandever, Minute Taker.*

It is September and the weather is finally starting to get a little cooler.

Dean Miller and his staff continue to work on all the courses which are in very good shape considering we have had 89 days over 100 degrees as of today.

The biggest news is the short game practice area with greens at 25, 50, 75 and 100 yards and the practice fairway bunker are almost complete at the back of the private driving range. I think you will be very pleased with the progress that has been made there and your ability to practice the most important scoring shots in golf.

Please read the Member's Survey that was emailed last month. You will note there was a great improvement in the scores for the golf courses versus last year. The worst course rating was for the Stadium, but the survey was done before the biggest improvements were made there after you left for the season. Even without the latest improvements, the rating rose from 60% approval to 77.25 this year. We expect that number to be in the mid to high 80s next year.

We have a new Director of Golf Operations, Mike Kelly, with whom I met last week. We discussed a lot of the problems we still have here and possible solutions for them. He has some good ideas on how to improve your experience here at PGA WEST as well as solving the problems presented. I encourage you to meet him when you return in the fall. You will find him to be a refreshing change for the better.

I hope your summer went well and I look forward to seeing you soon.

---

## Communications Committee

— **John Pollis, Chairman**

*Committee Members: Bob Heller, Harvey Englander & Christine Blue (IMC)*

No news to report at this time.



## Golf Access Committee

— *Carl Brooks, Chairman*

*Committee Members: Brad Benkey, Jack Chamberlain, Val Haslam, Scott Kirkpatrick, Dick Moore, Richard Olsson, Carolyn Small, and Jim Sorenson.*

No news to report at this time.

## Ladies' Golf Association

— *Judy Schwartz, President*

*Executive Committee: Judy LeBlang, Roxann Hunley, Pat Asay, Gail Richards, Karen Peletier, Sugar Conroy, Mary Walker, Cathlein Guthrie, Carol Gile, and Val Haslam.*

The Board of the Ladies' Golf Association has planned a fun and varied calendar for our members beginning on November 11, 2008 and ending on May 26, 2009.

Our Membership currently consists of 65 Associate Members (handicap servicing only) and 415 Regular Members. These numbers are decreased from the 2007-08 Season.

### PAR TEE PLAYERS

We are all looking forward to a great new season which starts this year on November 20th. It will be our opening day scramble and Turkey Shoot all rolled into one with lunch following golf. The date for our opening party hasn't been set yet but as always it will be a great time to reacquaint and meet new friends.

We will be sending out via email the

new calendar and a list of events the end of October. We have a great season planned and will be doing some afternoon couples 9 holes and pasta Tuesdays this year. Hope everyone had a great summer and we look forward to seeing all of you soon.

Remember, if you have a friend who may be just starting golf or is a little unsure about playing in a group or just doesn't have time for more than 9 holes, the Par Tee Players is the place to be.

## Men's Golf Association 2008-2009 — 1st QUARTER

— *Ron Junkin, Chairman*

The Men's Golf Association will begin events in November.

If you have not joined for the new season, contact **Matt Nelson** at [matteo9@dc.rr.com](mailto:matteo9@dc.rr.com) or stop by the concierge desk at the private clubhouse.

To see the new schedule of events go to [www.pgawma.org](http://www.pgawma.org) or [www.pgawest.com](http://www.pgawest.com) and follow the link to the Men's Golf Association.

We look forward to seeing everyone for the new season.

## Tennis Association

— *Judy Hirsch, Chairman*

This has been a busy summer for Debbie Douglass and her staff at the PGA West Health and Racquet Club.

New carpet, paint and other upgraded amenities have been added in the men's and ladies' locker rooms and the Kids Club also has new carpet, paint, furniture and a new puppet stage.

Debbie has conducted additional training for the front desk staff as well as instituted on-going fitness seminars and programs for

the fitness staff. Debbie has hired a new tennis coordinator who is very enthusiastic about improving the tennis program with cardio tennis, clinics and training programs. Jim will be available to fill in for last minute cancellations, arrange games, give lessons and support tennis events for the club as well as the Tennis Association.

The Tennis Association has sent out applications for the new season. Any new members may pick up their applications and schedule of events for the upcoming season at the front desk of the H & RC and at the concierge desk.

The Tennis Association Board of Directors is pleased to report the dues for the tennis association has not been increased for the last 5-6 years and remains at \$80. All dues are returned to the members in the form of winnings and payment for the brunches and parties throughout the season.

We have over 100 members - some of them are non-playing spouses who enjoy the brunches and parties with us. If you are an active tennis player or would like to renew your tennis skills we at the PGA West Tennis Association welcome you.





## Mike Kelly joins PGA WEST as Executive Director

It is with great excitement and pleasure that we welcome the new Executive Director of PGA WEST, Mr. Mike Kelly.

Mike has worked for organizations ranging from entrepreneurial start-up ventures to Fortune 500 companies in the technology, health/fitness, hospitality and golf industries.

Mike's most notable executive leadership positions include IBM, Golden Bear International, Inc., a Jack Nicklaus company, Greg Norman Design. He has practical and strategic operational experience as a senior level executive with a nationally recognized golf management company. His family includes his wife Jackie, and two sons Grant, 6 and Reece, 4.

Mike is a very open person and the board encourages you to stop by his office and introduce yourself.

---

### Summer Progress Report...continued from Page 1.

The ABG has identified **three key issues** during the upcoming season:

1. **Monthly communications to the membership**
2. **Verifying the location of our initiation deposits**
3. **Developing a dues increase cost model**

Monthly communications to the membership – The ABG feels that it is our responsibility to communicate to the membership regarding actions and activities in which we are involved on your behalf. Our plan is to provide a monthly communication to the membership via the PGAWMA Newsletter published at the end of September, December, March and June (Note the newsletter is posted on the website in addition to being emailed to members of the PGAWMA), and an email update which will be sent to all members in October, November, January, February, April, May, July and August.

Verifying the location of our initiation deposits – As I wrote in the June newsletter your ABG has been requesting a balance sheet from the owners for the past two years identifying the corporate entity that is showing the liability of the initiation deposits of the PGA WEST membership and the asset which offsets this liability. Having exhausted all of our alternatives in gaining access to the requested balance sheet our legal counsel has sent a formal request to ownership asking for the balance sheet. We are committed to resolving this dispute with the Club and will continue to

pursue the resolution of this issue until we are convinced that your membership deposits are secure.

Developing a dues increase cost model – Every year the Club unilaterally raises our dues, typically by more than double the Consumer Price Index. And every year there is a lot of discussion about whether the increase is fair and justifiable. In the past the board has only been able to listen to the Club's justification for the increase to determine its reasonableness without supporting data. This year we have decided to attempt to build a model to estimate what the dues increase should be. We are currently building a database of golf course maintenance expenses based on information obtained from other local courses. This has already provided tremendous insight by identifying the percentage that each major expense element contributes to the overall cost. Our goal is to have an initial estimate completed by early November. This estimate will be an approximation because of the unique features of PGA WEST but it will provide a basis from which we can have informed discussions with management.

Based on work done throughout the summer, the ABG and PGAWMA have nearly completed action plans for the upcoming 2008/2009 season. The objective of these plans is to enable the ABG to better protect your rights and privileges and the PGAWMA to increase your level of satisfaction in all areas including facilities, services, and your golfing, tennis and social experiences at PGA WEST.



---

## News From Your PGAWMA...continued from Page 1.

also be attended by representatives from the Citrus/La Quinta ABG. We will advise you of the meeting results in our November email blast.

### **PGA WEST Improvement Plans:**

PGA WEST ownership & management assures us that plans to renovate the private clubhouse and build a new fitness center are still moving forward as scheduled.

We have been advised of the following details regarding the resort clubhouse:

- Cubing and Parking lot will be completed by the end of October.
- Cart path curbing has begun and cart path approaches should be completed by the end of October.
- Landscaping will begin in November and should be completed by December 1st.
- Contracts for furnishings and signage have been signed.
- Interior framing is over 90% complete and rough wiring and plumbing is being installed.
- Drywall is beginning with tape and texture scheduled for completion by the end of November.
- Glass and entry doors for the “Grab & Go” should be installed in early November.
- Exterior foundation and pillars for the extended patio area has begun and should be completed by mid November.
- Breakthrough & removal of glass from the dining room to the exterior patio will begin in Late November and will be completed with new glass by early December.
- Large entry door and graphics walls will be installed in late November.
- Installation of special wood work will begin in late November.
- Wood moldings in the bar area will also begin in November.
- Construction is scheduled for completion December 22nd with big screen TV’s and speakers installed one week prior to construction completion.
- Furnishings and Graphics will begin following construction completion.
- Grand opening is scheduled in January a few days prior to the Hope tournament.
- Comments from the contractor have been very positive towards the project and to quote “This project will be better than most Country Clubs we have constructed.”

---

## **PGA WEST History Book**

*We are looking for  
volunteers to assist us  
with our table top book  
of the PGA WEST history.*

*Please contact  
Don Shoffstall at  
**dr735@hotmail.com.***

**Thank you!**

---

## PGA WMA Board Members



**Don Shoffstall**  
**President ABG & PGA WMA**  
ABG Member thru April 2010  
PMP Coordination Team  
email: drshoffstall@yahoo.com  
phone: (760) 771-1797



**George Harmina**  
**Chairman, Green Committee**  
PGA WMA Board Member  
ABG Member thru April 2010  
email: ghmoneyman@dc.rr.com  
phone: (760) 771-9176



**Jack Conroy**  
**Vice President ABG & PGA WMA**  
ABG Member thru April 2010  
Chairman, Legal Committee  
PMP Coordination Team  
email: jbconroy@msn.com  
phone: (760) 564-7873



**Tom Headrick**  
PGA WMA Board Member  
ABG member thru May 2009  
Member of Legal Committee  
PMP Coordination Team  
email: headrick@buffalo.edu  
phone: (760) 771-3405



**John Pollis**  
**Secretary ABG & PGA WMA**  
ABG Member thru April 2009  
Chairman, Communications Committee  
PMP Coordination Team  
email: john\_tx@msn.com  
phone: (760) 899-5440



**Dick Moore**  
PGA WMA Board Member  
ABG member thru April 2011  
Member of Golf Access Committee  
email: rmoore5@dc.rr.com  
phone: (760) 771-0076



**Jon Oliver**  
**Treasurer**  
PGA WMA & ABG Member thru April 2011  
Member of Access Committee  
email: joliver@dc.rr.com  
phone: (760) 775-4282



**Judy Hirsch**  
**President, Tennis Association  
(thru April 2009)**  
PGA WMA Board Member  
email: fred4545@aol.com  
phone: (760) 564-7472



**Carl Brooks**  
**Chairman, Access Committee**  
PGA WMA Board Member  
ABG Member thru May 2009  
2nd Alternate PMP Coordination Team  
email: brooksey@aol.com  
phone: (760) 771-3115



**Ron Junkin**  
**Chariman, Men's Golf Association  
(thru May 2009)**  
PGA WMA Board Member  
email: ronaldjunkin@aol.com  
phone: (760) 771-0026



**Brian Foord**  
**Chariman, Operations & Services Committee  
(thru May 2009)**  
PGA WMA Board Member  
ABG Member thru April 2011  
1st Alternate PMP Coordination Team  
email: bkfoord@earthlink.net  
phone: (760) 564-5412



**Judy Schwartz**  
**President, Ladies Golf Association  
(thru April 2009)**  
PGA WMA Board Member  
email: jjbgs@msn.com  
phone: (760) 564-0637

