



July 12th, 2013

Dear Joel,

In the 25 years I have been a member of Fairview Country Club, we have never before engaged the services of a special interest lecturer. After thoroughly enjoying your entertaining and informative Power Point presentation, I only wish we had gone down this road earlier.

The member feedback I received was uniformly positive. Everyone I spoke to really enjoyed the humor of your remarks, while learning some sobering facts about the state of the golf business, and some of the reasons for the game's recent loss of popularity. It was enlightening to learn about the underlying reasons for the game's current malaise.

My regret is that the turnout wasn't as robust as we had hoped, due primarily to poor weather, and some glitches in our promotional efforts. It is my hope to have you back again next year if your schedule permits. We will endeavor to get the word out loudly and well in advance, so you can deliver your excellent presentation to a much wider audience, who undoubtedly will enjoy the evening as much as "the lucky few" did when you joined us earlier this week.

Many thanks. We will speak again soon.

Sincerely,


Andrew Schwartz