

Important Announcement Regarding your Membership - Early Renewal Incentive
PLEASE OPEN and REVIEW

From the desk of M.J. Emigh Director of Membership New Era Golf:

2016 Membership Renewals / Packages / Pricing / Fall Membership Special

New Era Golf Members:

I would like to thank each of you for a wonderful 2015 Golf Season. Each year seems to fly by quicker than the year before. Here we are again getting ready to open the 2016 Early Renewal Incentive Program for returning Members.

I am pleased to announce that not only will we be keeping our prices the same for both our Unlimited and our Limited Membership Packages but we will be adding some additional benefits with no increase in cost to you. Additionally, we will be offering our existing Members a reduction in price for renewing for the 2016 Golf Season. Members who renew online between October 1st and December 18th will receive a 10% reduction in price to their one-time, annual membership price. An early renewal will add 12 months to the end of your existing term date. For example, a membership that expires on July 3, 2016; renewed by December 18th of this year will have their membership extended through July 3, 2017.

As an added benefit for 2016 we will be offering Members, who take advantage of renewing early, complimentary enrollment into The Mill River Pricing Plan. Many area Private Clubs offer this program for an enrollment fee of up to \$200.00. The MRPP offers the Member cost plus 10% on all merchandise in the shops and for special order items. In 2004, Golf Week stated that, "Mill River plans fuel the animosity of many off-course retailers who can't compete with Mill River pricing at neighboring golf clubs." We want the products we sell at our shops to not only be competitive with retailers but also with other online options. We want your business and are willing to reduce margins to earn it. In order to make room for the value add of the Mill River Plan we have decided to eliminate the USGA Handicap from the Unlimited Membership Packages and offer it as an option to those utilizing the system. The Mill River Plan will be offered to Members not taking advantage of the Early Renewal Incentive Program for \$75.00 in the Spring.

Our Early Renewal Incentive Program Procedures will also remain the same for 2016. ALL Membership Packages and Membership Rates can be found on our Membership Website at www.NewEraGolf.com. Simply select the appropriate category under the Membership Tab which is located on the navigation bar. Please select “Renewal” for the final reduction to calculate. As always, I am available for questions regarding Membership Types and Membership Renewals by appointment, by phone, or by email. My office contact information can be found on this announcement as well as the New Era Membership Site or the individual course websites.

In 2015 we continued improvements to our facilities. At this time last year we had just finished renovations on 5 of the 88 bunkers at NAL. To date, 22 bunkers have been renovated and or backfilled. I thank those of you who have recognized the efforts and the finished product of the completed bunkers. We will continue the ongoing bunker renovations this off-season and into the Spring of 2016. The cart barn is nearing completion. We will have a new fleet of electric golf cars for next season. New maintenance equipment has been purchased at both NAL and GCD to further maintain the quality of the golf courses. We are looking forward to the growth potential that the 2016 Golf Season offers us.

The New Era Golf Men’s Golf Association welcomed many new faces to its Member Events. Beginning in Spring 2015 we hosted 6 major events outside of our Pot Games. Via participation and placing in these events, 8 Members of each Club participated in the Annual New Era Cup with their respective Head Golf Professionals as Captains. The event was quite the finally to a terrific season. I look forward already to next year’s race and competition.

Lastly, I am pleased to announce our Fall Membership Special. Any new membership purchased now through March 31st 2016 will be good through March 31st 2017. We are currently near our capacity of 400 Memberships. We value your referrals and would like to have your friends and family members as New Era Golf Members. This special is an opportune time to take advantage of becoming a New Era Golf Membership today. Please contact me if you have any questions regarding the membership or the addition of family members to your existing membership.

It has been my honor to serve you all as Director this year. I look forward to another great season in 2016. We strive to not only present the best membership value in Central Ohio, accompanied by quality golf courses, but also to provide our membership more than just a place to play with our Member Tournaments and Events.

Sincerely,

MJ Emigh

Director of Membership

New Era Golf

740.965.1215 Ext 4

Mike@NewEraStaff.com