

SQUARE LINKS GOLF COURSE & DRIVING RANGE 2013 PRE-SEASON SUMMARY

The 2013 golf season is quickly approaching, and we are excited to open our doors at Square Links and A La Cart Family Diner. During the past few months we have been staffing, updating operational procedures, developing new marketing strategies, and making clubhouse improvements in preparation for the season to begin.

We received a large number of employment applications, and several interviews have been conducted to recruit qualified staff for the clubhouse, kitchen, course, and range supervision and upkeep. We carefully reviewed our hiring options to ensure that the staff we have selected are the right fit for each position, and are fully confident that we have assembled a motivated team of highly qualified individuals.

New and returning clubhouse and kitchen staff completed their first round of training on March 6th. Training will continue over the next couple of weeks and throughout the season to maximize efficiencies in our operation.

Procedures for safety, customer service, cash management, point of sales system operation, and course supervision have been updated, and responsibilities for each position were redefined.

An updated and simplified menu was created for A La Cart Family Diner, and detailed procedures were developed for the preparation of all menu items. Daily specials will be offered throughout the season to add variety to the A La Cart menu. These menu updates will allow staff to produce consistency in preparation of all menu items, as well as limit inventory for a more organized kitchen operation.

The point of sales system has been updated to reflect the changes in food and golf sales. The new layout of the system will simplify the process of completing sales for counter staff, and allow us to keep accurate records for repeat customers through our loyalty program to expand future marketing opportunities.

Additional marketing opportunities are also being explored. The Square Links billboard is scheduled to be displayed on Harlem Avenue beginning April 1st. We are currently in the process of developing promotions to increase gift card sales and participation in our loyalty program. Flyers for leagues, lessons, tournaments, and events are being developed. We will also continue to develop onsite marketing information for the restaurant, and for upcoming programs and events. As our customer database continues to grow, opportunities for deals and specials will encourage repeat business.

Several clubhouse improvements were completed. The walls were freshly painted, the bar was refinished, and a few minor construction projects will provide a more efficient use of space. Two additional TVs were added, and sound attenuation panels were installed to reduce noise levels. Finally, updated decorations and menu boards were added.

These renovations will provide a clean and welcoming environment for our patrons, and will lend the clubhouse to expanded rental and programming opportunities in the future. Golf Galaxy will be returning to sponsor a Demo Day at Square Links on Saturday, April 27th. This is a great opportunity for exposure of Square Links and A La Cart, as it attracts many potential future customers from surrounding areas. A new Mother's Day Breakfast event will also be offered at Square Links clubhouse this spring. We will continue to explore opportunities to offer additional events throughout the season.

With spring weather just around the corner, we are excited to open our doors and get the season underway. We hope to see all of you frequent Square Links and A La Cart throughout the season!

Respectfully Submitted,

Kelly VanHyning