



A Non-Profit Public Benefit Corporation for Retired Men
Devoted to the Promotion of Independence and Dignity of Retirement
Mission Trail Branch 35, Inc.

December 6, 2017

**Mr. Jim Hinckley
President and CEO
American Golf Corporation
909 N. Sepulveda Blvd
El Segundo, CA 90245**

RE: Payment Policies of American Golf

I am Chairman of the SIR Branch 35 Golf Club comprised of 105 retired men. We play about 90 tournaments on 45 different courses, many administered by American Golf, each year. We have maintained great relationships with the courses we play for decades of our operation.

Our scheduler, Jay Jonekait, is in the process of completing the entire schedule for 2018. However, he has encountered a serious problem with courses administered by American Golf. Jay informs me that American Golf now has a policy that the number of golfers must be guaranteed 10 days ahead of our tournaments. In the past, we have always paid the day of our tournament for those golfers who played. We usually have some late cancellations because of personal medical or other schedule issues (baby sitting grandchildren, sick spouses, unexpected visitors, etc). This is to be expected for a group whose ages range from 60-90. We have maintained a stellar record of integrity with all the courses we play each year. Our Tournament Conductors maintain contact with the courses informing them of any cancellations so they do not lose business on available tee times.

No other courses than those administered by American Golf require us to guarantee the number of golfers. Because we are a non-profit organization we cannot afford to pay for golfers that cancel with a number guarantee ahead of the tournament. If we force golfers to forfeit their fees we lose

participation in our tournaments. We typically have 30-40 participants per tournament. Your current policy has forced us to cancel our American Golf events for 2018.

As a former CEO of a Silicon Valley company, I know the importance of listening to customers. Customer feedback is essential to insuring that revenue goals are met with policies that encourage customer satisfaction and even enthusiasm. There are over 20,000 members of SIR organizations in California so they represent a significant customer base for American Golf. Their golf clubs operate with the same policies as our branch, namely, pay for those golfers who play the day of the tournament.

I do hope that you will reconsider your policy of requiring a number guarantee prior to tournaments. In my opinion, the current policy will not help your business or revenue.

Thank you for your consideration.

Sincerely yours,

**Robert L. Garten
Chairman, SIR Branch 35**