



March 12, 2003

To Whom It May Concern,

When I was approached by Bob Coffman, of "Caddy For The Hole" regarding their hole in one contest on a par 3 hole at our golf course, I was apprehensive. I have seen several companies, and organizations attempt to conduct this type of events and for whatever reason, they never came close to what the original goal was. I felt that it was more of a liability to have non-employees interfacing with guests, asking for donations, than any small revenue that could be generated for our club.

After meeting with Bob, I sensed that they had really done their research and I decided to give them a shot. After 3 months of working with Bob and his "caddy's", I am thrilled with the way that this has worked out. I have not had one complaint, or negative comment from any of our members, residents, or guests about this program. Caddy For The Hole, has raised dollars for the Desert Junior Golf Program in Palm Desert, CA, and has worked around our golf events to maximize participation, and generate business in our golf shop. Bob developed a voucher for guests participating in the contest, and our golf shop sales, and traffic have increased. Caddy For The Hole has become an outside sales team for our golf shop.

Our club has 185 golf members, 960 homeowners, but mainly relies on outside tournaments and outside guest play to be financially successful. Caddy For The Hole is now working with our outside tournaments, and assisting any charities by donating that day's portion of the profits to that tournaments charity, and making those tournament participants feel great about participating in the contest, helping their event! When is the last time you were trying to give a possible tournament group something, instead of trying to sell them something?

Bob and his Caddy's meet on a regular basis, and have trained his staff, and they all do a great job. Bob and I are working on a program to involve our golf members on a regular basis for next season. Caddy For The Hole has assisted us with member golf events and even passed out tee prizes, at Member-Appreciation Day.

Bob and his staff have been flexible and have made themselves available for specific groups and certain times of the day when our tee sheet is full. Caddy For The Hole has certainly been an asset to our operation, our sales, our over customer service and has enhanced our guest golf experience here at Palm Desert Resort Country Club.

Alan Marietta
Director Of Golf
Palm Desert Resort C.C.

Palm Desert Resort Country Club