



May 5, 2003

Mr. Kevin Cotton
Flexscape

Dear Kevin,

Prior to April we were using an interactive web site similar to Flexscape's FlexWeb. We have since switched our website hosting to Flexscape because of the many additional capabilities that it allows us and we are extremely pleased.

The website transfer was virtually seamless and all the usernames and passwords for our Members' Only site all transferred with the new site. The new application is more robust and we have much more functionality with Flexscape. Some of the items we are most excited about are listed below:

- Surveys & polling. We love the idea of being able to do surveys to our Members regarding different topics, specifically golf clubs and merchandise. It allows us to target those Members specifically for demo days and/or when new merchandise arrives that they have shown interest in.
- One of the big items for us was the ability to have an electronic newsletter. We email the Members each month and they click on a link that takes them to our newsletter. This has saved us a considerable amount of money in printing and mailing costs.
- The new application allows me the ability to designate certain staff only to areas I want them to be able to update and blocks them from other areas.
- We have been paying a second company to "house" our visitor's email addresses that we have gained from our website. They mail monthly updates to them. The new application stores those names for us and allows us to do our own bulk emails, a \$100/month savings.

- We like the fact that the new application eliminates the pop-up screens.
- Each Member can make the website a little more personal by selecting a national news wire that they want to come up when they log on.
- We can designate areas that can only be viewed by our Directors or Staff.
- One item that has been frustrating in the past is resizing images before uploading them. Our new application changes the images to the correct size.
- And, last but not least, when sending a mass email to the Members you are able to change the font, add a graphic or picture, underline, etc. Our previous application only allowed one font and you could not change or add anything...including underlining or bold.

I know that I have bulleted quite a few items but as you can see I am excited about the capabilities we now have. It has made communication with our Members much easier and therefore has made their membership much more valuable.

Thank you so much for all of your help with our conversion. You and Torsten have been wonderful to work with whenever we have had any questions and when we have asked for something specific that we wanted on our website you both have been very accommodating and have honored our requests in a very timely manner.

Best Regards.
Angela Votta
Director of Membership & Marketing