

PRESIDENT'S PRIVILEGE

Gary Kincaid, President

At long last we have seated the new Board and we are off and running. It is my privilege to be writing to you as your new President. We have taken up the challenge to be known for our teamwork and preparedness, which will make for fewer and shorter Board meetings to get our work accomplished. It is also my privilege to be working with such a dedicated and experienced General Manager, Rich Apodaca. His enthusiasm is catching, and he too is off and running. Our biggest goal is to take the necessary actions to achieve the challenging Budget that the Board approved last year. You will note from the Treasurer's report that we have a ways to go to get there. One of the first and most significant items we are working on with Rich is a new marketing program to get our golf membership numbers up. Although we have not lost as many members this year as in previous years, we have been slow in achieving the new members we need. The program we are working on will institute a number of changes, and we encourage all golfers to become familiar with the details of the proposal.

Implementing the recently approved Five Year Strategic Plan has also begun. This too will present challenges, but of the fun kind. The basic thrust of the Strategic Plan is to determine the direction the Members, like you, want us to take in the near future. We have three major tasks in front of us this year to set the stage. The first is to determine the long-term direction of the golf course and its membership. This will involve several brainstorming sessions with a wide range of people, the first step of which is approving an ongoing golf membership program. This needs to be done before the 2008 Budget can be completed. The second is the preparation of a professionally designed Membership survey. We need to know more about you, and what you want from us. This survey is scheduled to be mailed out in the fourth quarter of this year with the results back in time to start 2008. I urge each and every one of you to complete and return the survey; we want to hear from you. The third task is to take the information from the survey and other tasks we have under way to put together a master plan for the future direction of VOCA and its facilities. This will be an 18 month task, and we will be looking for volunteers for the Master Plan Ad-Hoc Committee. Please contact me if you have an interest in helping us with this. My personal goal is to get the Board team working together so that we can have shorter and less frequent Board meetings. I do not want to go through another year like last year. In spite of the huge pay we get, the job should be fun as well as rewarding. With your support we can make it happen.