

December 2014


A Note to Our Club Benchmarking Members

Since Club Benchmarking was launched in 2010, we've undergone a lot of changes. We have advanced the functionality of the platform, simplified the data collection process and added Compensation & Benefits and Policies & Procedures benchmark areas. Over the last five years, the Club Benchmarking team has grown from two members to five, with each new team member tasked with a facet of information sharing and user support. We are very happy to say that the community of clubs subscribing to Club Benchmarking is now more than 500 clubs and 1,500 individual users strong.

In all that time, just about the only thing that *hasn't* changed is the membership price. As many of you know, we advocate annual member dues increases for the clubs we serve as part of a healthy and sustainable business model. As we look at our plans for future improvements to Club Benchmarking, we realize the time has come to heed our own advice. Effective January 1st, we will institute a small increase in the membership fee of about 3%. The increase equates to about \$5 per month for members billed monthly or approximately \$50 a year for members who pay annually.

Early next year we will also introduce a new tiered subscription model, but we want to let you know that it will only apply to clubs joining AFTER the new model is introduced. In that new model, the membership rate that includes all the features and benefits you currently enjoy will be about \$500 more annually. As one of our first 500 clubs, we consider you a **Founding Member of Club Benchmarking**. To show our appreciation, your club will be grandfathered in to the current rate schedule for your package. We greatly appreciate all of the relationships we are developing as we continue to grow in the club industry and we hope you understand the need for us to make these adjustments.

Best Regards,



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