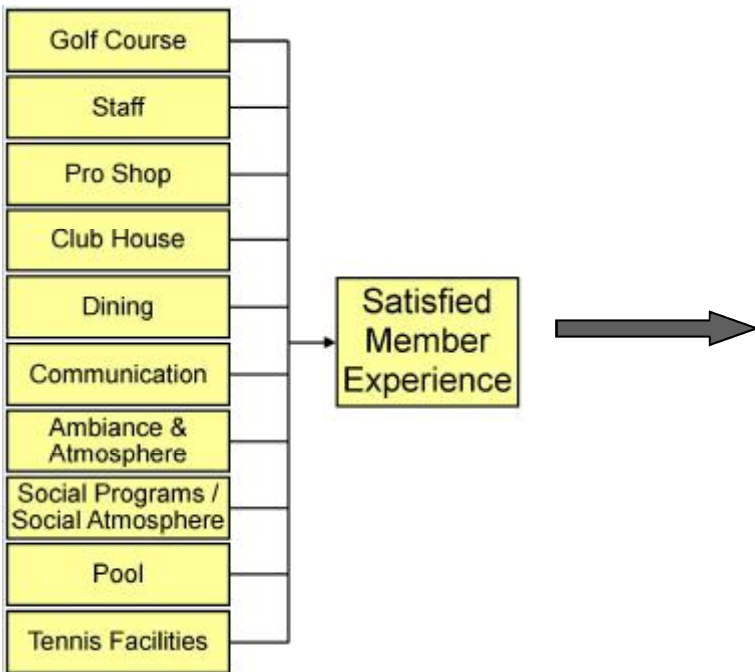
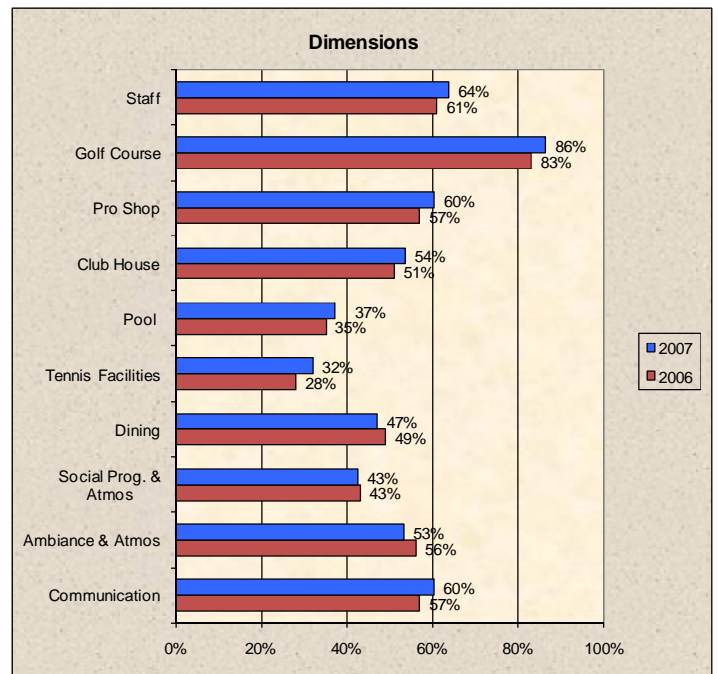


Drivers of Success

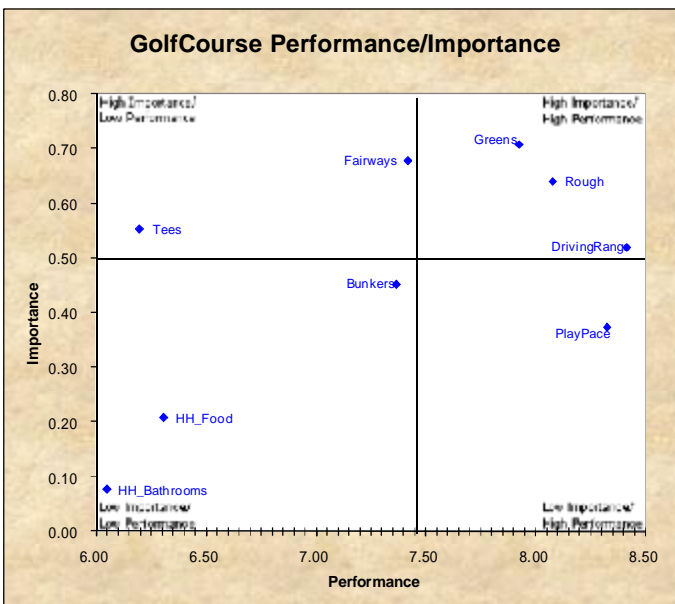
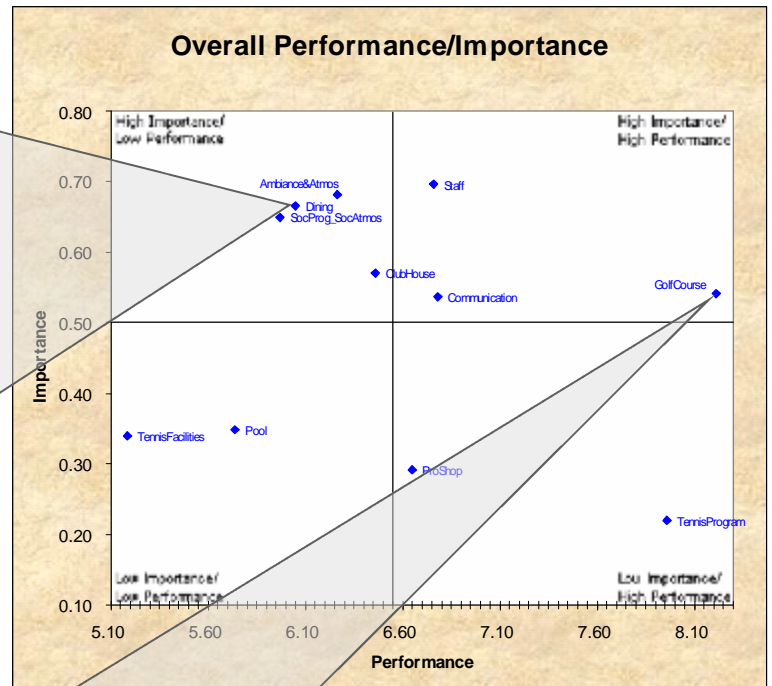
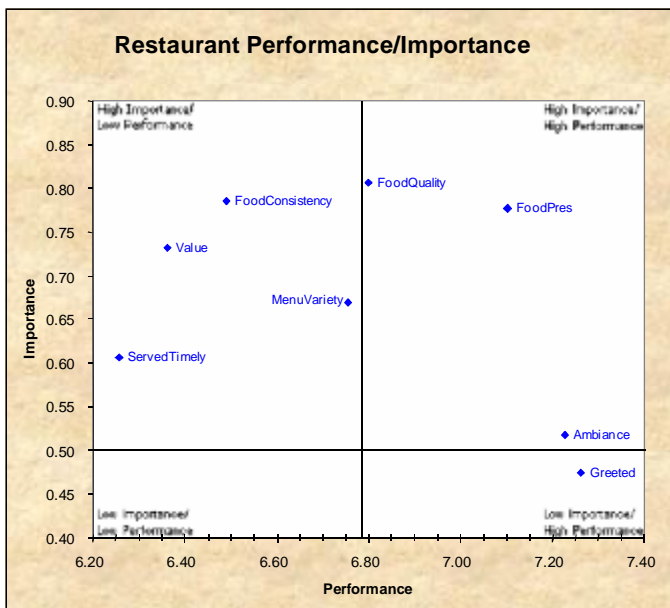


Performance Measurement



Critical Path

Diagnostics

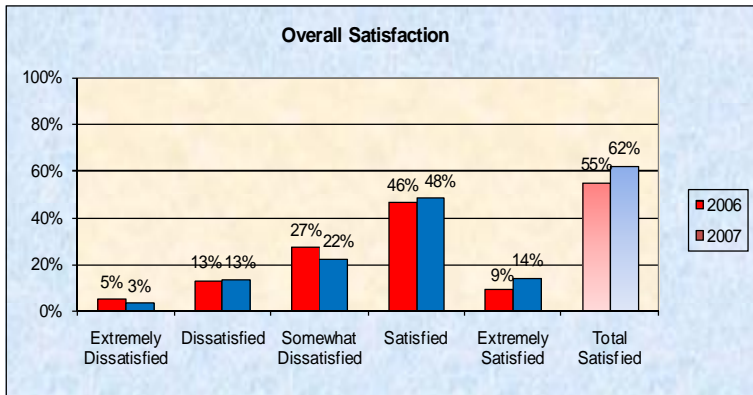


Benchmarking

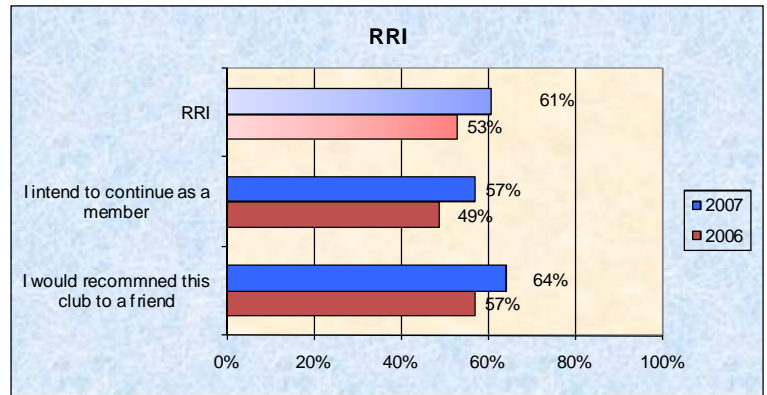
	2007	2006
Satisfaction with the staff at this Country Club.	6.76	6.75
Satisfaction with the golf course.	8.21	8.01
Satisfaction with the pro shop.	6.65	6.55
Satisfaction with the club house.	6.46	6.54
Satisfaction with the pool.	5.74	5.80
Satisfaction with the tennis facilities.	5.19	5.43
Satisfaction with the dining.	6.05	6.25
Satisfaction with the social programs and social atmosphere.	5.97	5.86
Satisfaction with the ambiance and atmosphere at the club.	6.26	6.25
Satisfaction with the communication from the club.	6.78	6.90

Year to Year Comparables

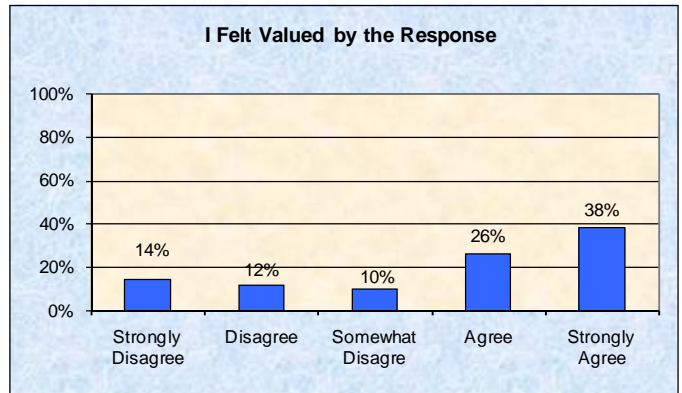
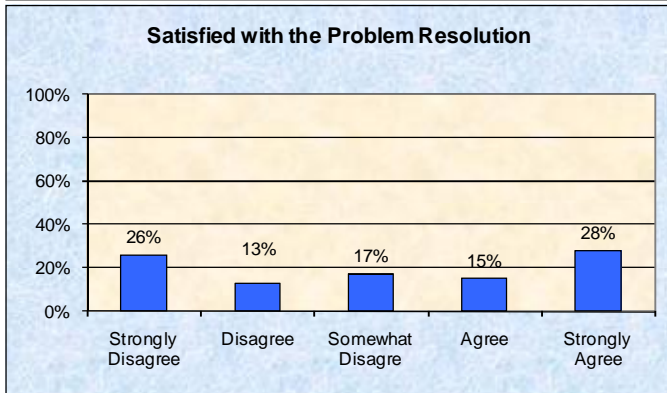
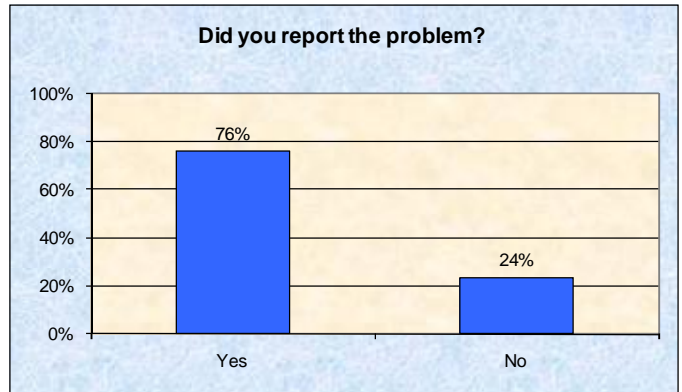
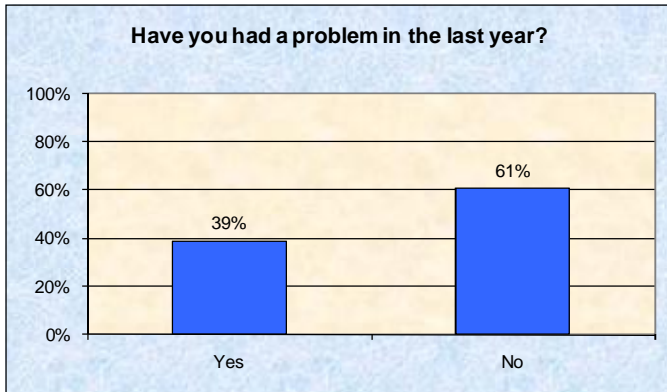
Overall Satisfaction



Repeat / Recommend



Problem Analysis



Member Comments

What could our club do to improve your experience with the golf course?

Restore the "first cut" to the fairways. Stop cutting down trees, without replacing them. Remove a few of the new blind bunkers that were added behind greens, such as #6, #7, #8, #15, and #17.

Faster greens. Reduce amount of grain in the greens. Rough on average too long. More sand in deep bunkers.

We need a better chipping green with a bunker by the range. Overall, the golf course is terrific.

What could our club do to improve your experience with the Pro Shop?

Make sure that all of the staff (pro shop, starter shop, food service, caddies, etc.) knows what events are taking place when.

The attendants don't seem to care about whether you are satisfied or even in the shop? They don't know the merchandise. They don't know much about any of the golf activities and don't seem to care.

How could the men's golf events be improved?

Communication about what is scheduled needs to be improved. The value of the events does not rise to the cost of the events.

They are pretty good right now. Small improvements each year. Communication & advance planning

Sample - Numbers shown are for illustrative purposes only.

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