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Date: 09/30/2026 6:52 PM EDT
Subject: Fw: my commitment in partnering w you all

Gentlemen,
I am not part of the traditional establishment group who formed this club, which I view as my greatest asset. In business and in governance, the biggest threat to any great institution is groupthink. When a board only looks inward, it misses outward opportunities.

I bring eight years of proven country club board experience...three plus years right here, and five years managing a highly successful club up north. I know what works, I know what drives member satisfaction, and I know how to replicate success.

More importantly, I bring an aggressive, modern toolkit to this table. Our club doesn't just need caretakers; it needs builders. With my professional background in marketing, sales, business ownership and operations, I will focus heavily on:

- ***Maximizing asset utilization*** *to protect our financial health.*
- ***Elevating our member marketing*** *to attract high-value prospects.*
- ***Fostering a welcoming, high-energy culture*** *through active engagement and outstanding, collaborative participation.*

Supporting me isn't a vote against tradition—it is a vote for progress, financial stewardship, and a vibrant social community. Combining the best of our history with a strategic plan for our future.

Finally, as agreed with Greg Selep to fill the open board seat, I will honor my commitment to complete a comprehensive 5 year business plan for the Board to review on or before January 30, 2027.

Thank you for consideration,

Rusty

Rusty Piersons