



## MIKE BAGGETT

Kay and I have been a member @ Santa Rosa Club since 2001. Bob Stephenson, my father in law was a charter member 1969. Some of us can remember when the golf club was a 9-hole course that started from the 5<sup>th</sup> hole and worked out of a trailer in the parking lot. A lot has changed over the years. We still have a great golf course and we still have the most beautiful sun set on the coast today.

It is my belief that our club is for OUR membership. Our current leadership has taken this club from major financial indebtedness to a club that has prospered and is financially secure. We must continue this trend. One of my goals for the Board would be to insure this growth. The club that we enjoy today has a professional staff at the golf course and at the beach club. We are the top-rated course in the panhandle. Even though Santa Rosa Club is listed as a non-profit club we must continue to enhance our financial opportunities and be profitable. The Vue has had phenomenal success. Our equity membership should get to capacity and our social membership is @ 95% capacity. Our club offers everything and is the best bargain on the panhandle. We should charge for new membership. Our marketing and membership staff has done an excellent job projecting and enhancing our clubs image.

Santa Rosa Club has challenges for the future. These challenges include our position with Club Corp. along with building projects and new housing/building project adjacent to club property. These issues must be addressed by the Board.

Attached is a brief employment history.

I have been in the Tire industry for 40 + years. I worked for Bridgestone/Firestone (15) years, Michelin (5) and Yokohama (12) years.

[ have served in just about every capacity from President, Vice President, Sales, Operations, and Engineering.....and tire changer.

i retired from Yokohama in April 2017. My position at that time was National Earthmover Director of Sales for North America and Mexico. Based in Santa Ana CA.

Education: University of Mississippi- Oxford, MS. University of Alabama UAB 1972 BS Business

Military: United States Marine Corp. - Honorable Discharge.

t currently serve as an Associate Board Member Yokohama USA-YTC- Earthmover. (JULY 2018 )

For the past 9 years-thru 2018, I have served as a Board Member for the TIA ( Tire Industry Association NA.) We have +10,000 members and based in Washington DC. @tireindustry.org 301-430-7280

It would be an Honor to be considered to serve as a Board Member @ Santa Rosa Golf & Beach Club.



**MIKE BAGGETT**

I attend the Board of Directors meetings monthly. I am a member of the Greens & Grounds Committee. The financial position of our club today is better than it has been in many years. Maybe ever? Our entire staff is courteous, friendly, and professional. We have a strong team with Sarah, Rebecca, Carter, Kelley, and ALL the Beach Club and VUE staff and personnel. The Club's financial results for 2017 reflect growth. The Club's total revenue for 2017 was \$ 4.2 million. The VUE and Beach Club exceeded \$ 2.1 and the Golf Club's revenue exceeded \$ 2.1 million. (less than budget but better than the prior year) We have a cash balance in the bank \$ + 1.2 million (up from \$ 800,000 in 2016). Even though we are a non-profit business, we MUST be profitable. The GOAL is always improvement.

**CLUB CORP.-** I personally think that Michael Bickett and his staff do an exceptional job overseeing and running the club. Some of the questions and concerns that I hear are about the overall cost effectiveness of Club Corp. and how that relates to our bottom line. What is the ROI with Club Corp. Even though Santa Rosa is a non-profit business, we ALL must agree that our club MUST be profitable.

We must address and come up with plans and solutions concerning 1. New Practice Facility 2. New Club House. What is the total cost and how does this effect our overall membership?

**Property Issues:** What is the status with the land development on hole # 6. Also, the property off Thompson Road and Palmer Road (Hole # 13). I have been to the Walton County Planning Commission meetings. Developers want to add another 24 lots in sub division. The builders and commission can not agree and delayed these discussion at this time.

I would like the opportunity to work on these and the many other challenges facing the Board and facing our Club. Again, it would be an honor and privilege to serve as a member of the Santa Rosa Golf and Beach Club Board of Directors.

Sincerely,

Mike Baggett