



DEPARTMENT OF THE AIR FORCE
1ST SPECIAL OPERATIONS WING (AFSOC)
HURLBURT FIELD FLORIDA

23 December 2010

OPEN LETTER TO GATOR LAKES PATRONS

FROM: 1 SOFSS/FSCG

SUBJECT: Goodbye 2010, Hello 2011

I hope that this letter finds all of you prosperous and healthy as we start the New Year. The staff and I are looking forward to a great 2011.

This letter is simply to inform you of what you can expect to see out here at Gator Lakes in 2011.

For those of you that have been walking these fairways for years can attest to the hard work that has been done on the grounds. We are routinely told by customers that conditions are the best in years if not ever. There is a tremendous amount of pride in all of our employees to produce a quality product which you can enjoy, that will not change.

Golf Course maintenance will be engaging in two projects this spring that should have a profound impact. The first which is critical to long term success is the construction of a nursery green. This nursery green will be a place for us to maintain an "extra" putting surface that in case of emergency will be a sod farm to repair any damage on the course. A great example for this need was what we experienced last winter on the back third of number six. The turf decline from the winter was so great we lost most of the turf there and it took nearly all season to recover. With a nursery green we could have repaired that in early spring and would have been healed up within weeks, not months. Second the team will engage in a tee box construction project on number 14 as well as some other areas of need, like number 5. The new tee box on 14 will be a blue tee box located on the backside of the lake. Creating a golf hole that will be as challenging as it will be memorable. These projects will enable our staff to improve conditions as well as to be more prepared to handle the challenges of the future.

The Leaderboard Tournament schedule for 2011 is complete and will be available on our website shortly. You will see traditional favorites, like the 1 Person Scramble but we are adding new events with new formats to spark a renewed interest and hopefully attract even more people out. The Superintendents Revenge will allow Justin to create a madhouse on the golf course and a St. Patty's Day event with traditional Irish Fare served with green beer will hopefully make for a memorable event. The goal is provide both an outlet for competitive golf as well as events that allow teams to participate where all skill levels will feel welcome.

Our staff has made a plan for this year to dedicate ourselves to helping new people find the game. We will offer more Get Golf Ready clinics aimed at beginners than ever before. In addition we have planned to offered Get Golf Ready "Advanced" clinics for people that are looking for in-depth instruction and course management. It's our responsibility as PGA

Any Time...Any Place

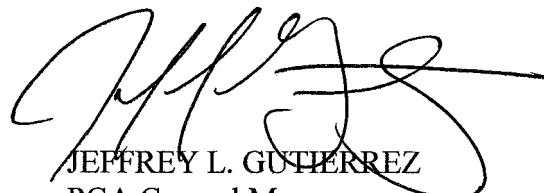
Members to ensure that we are providing this critical service to introduce new golfers to the game. If you have a spouse, neighbor, co-worker that has been thinking about taking up the game. Direct them to our website. All the dates for the 2011 clinics will be available there shortly as well or they can call the shop today for that information.

The Café staff is hard at work looking into new and exciting menu items for 2011. You can expect us to continue to introduce new lunch specials and expand the menu to fit your needs. We are proud of the growth in business and we want to continually improve. Remember, if you are looking to grab a bite for lunch or a quiet place for a breakfast meeting, call the folks in the Oasis Café and let them help you out.

When planning a booster club or squadron golf event, call us first. The revenue that is generated from tournament events at Gator Lakes goes right back to the military community right here on base. As a NAF (nonappropriated fund activity) the golf course *does not* receive any APF funds in our budget. Everything that happens out here, from staff, to utilities, fertilizers, equipment, all comes from NAF funds. Every event that is sponsored by an on base activity that goes downtown reduces the ability of our NAF activities and employees to continue to meet your needs. Did you know events like Sound of Independence, The Cardboard Boat Regatta, The Jingle Jangle Parade, and Easter Egg Hunt are all examples of NAF funded programs? Having a squadron event at Gator Lakes not only will mean a big pay day for you as our rates are the lowest in town but pays back to activities you and your family might already take part in. It's all connected and it all starts with you!

Last, customer service is paramount to our success. The staff understands and does their best each day to serve you. If you would like to share a great experience or send us a note to help us improve you can always reach our staff by emailing Gator.Lakes@hurlburt.af.mil.

Thank you for being such great customers. We come to work every day to take care of you. Every blade of grass we cut, every burger we flip, every range ball we pick up, we do for our customers. We appreciate each and every one of you and can't wait to make 2011 the best year yet for Gator Lakes.



JEFFREY L. GUTIERREZ
PGA General Manager